OVEMBER 12, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Radio Broadcast

5-3240

Mr. Paul M. Segal
1036 Woodward Bldg.
Washington, D.C. 5

WLEE'S

RECORD-BREAKING 3 WEEKS!

On October 1st, this year, WLEE opened its doors . . . and stole the show in Richmond!

On October 22nd, exactly 3 weeks later, 83 advertisers had bought time on WLEE.

Three weeks after the opening 71% of all spot availabilities were sold out.

69% of all program availabilities were sold out.

That there was need for a station of WLEE's character, aggressiveness and programming is proved by the fact that we have more local accounts than any other Richmond station. And they're the cream of the crop!

Do we need to say more? Now's the time to cover Richmond with WLEE!

WLEE
RICHMOND, VA.

Tom Tinsley, Director

Represented by Headley-Reed

ADD ANOTHER FARM SERVICE TO THE RECORD OF WLS!

STATE OF ILLINOIS
DWIGHT H. GREEN, GOVERNOR
DEPARTMENT OF PUBLIC SAFETY
DIVISION OF FIRE PREVENTION
SPRINGFIELD

JOHN H. CRAIG, FIRE MARSHAL
GEORGE P. ANDERSON
ASSISTANT FIRE MARSHAL

T. P. SULLIVAN, DIRECTOR
ALVIN S. KEYS, ASSISTANT DIRECTOR

613 Armory Building
October 15, 1945

Dear Mr. Page:

Now that we have completed another very successful Fire Prevention Week campaign in Illinois, I want to thank you as Associate Editor of Prairie Farmer and Farm Progrm Director of WLS, for your one hundred per cent cooperation.

Your valued farm paper and radio station reach more rural citizens than any other mediums for disseminating Fire Prevention Education. In fact, we in the Fire Marshal office believe that your two mediums are the most effective agencies we have for getting the Fire Prevention message to the largest possible number of residents on our farms and smaller communities, and we are sure that the message is taken to heart because of the listeners high regard for your programs. We are quite sure no other broadcasting station devotes as much time during the Week of Fire Prevention programs.

We also appreciate your year round Fire Prevention activities. Most especially I wish to thank you for the opportunity of being on the Dinnerbell and School Time Broadcasts on Thursday, October 11, at the Pilot Knob School in McDonough County. The demonstrations by children and grownups in combatting incipient fires was most instructive and should stimulate farmers generally in providing themselves with simple first aid extinguishers to handle such fires successfully before they get out of control.

Thank you again for your fine cooperation.

John H. Craig
State Fire Marshal.

Mr. Arthur C. Page,
Farm Program Director, WLS,
1230 Washington Boulevard,
Chicago 7, Illinois

"Your farm paper and radio station reach more rural citizens than any other mediums for disseminating Fire Prevention Education. We believe that your two mediums are the most effective agencies we have for getting the Fire Prevention message to the largest possible number of residents of our farms and smaller communities."

—John H. Craig,
Illinois State Fire Marshal.

THIS TIME it's Fire Prevention Week. But day in, day out, it's a never-ending flow of service from WLS to the farm people of the Middle West—Service that is recognized by state leaders as constant and effective.

In cooperation with Fire Prevention Week, WLS arranged a remote broadcast of "Dinnerbell" at Macomb, Illinois; arranged for the State Fire Marshal and a dozen rural fire chiefs to participate; conducted demonstrations in fighting fire; broadcast a 15-minute lesson in fire prevention over "School Time" to 30,000 classrooms; all in addition to frequent spot announcements.

This kind of rural service is why WLS holds the $500 Gold Medal from the National Board of Fire Underwriters, for outstanding radio service in fire prevention. And this kind of service is just one in the continuous series that has made WLS an outstanding contributor to richer, fuller, rural living in Midwest America.

REPRESENTED BY
JOHN BLAIR & COMPANY

A Clear Channel Station

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

WAR-GUILT TRIALS IN PHILADELPHIA

Listeners in the Philadelphia area will have seats well up front for the war-guilt trials of Nazi leaders at Nuremberg. WPEN will keep them in touch with day-by-day progress of the trials through exclusive broadcasts by Carl W. McCardle, diplomatic correspondent of *The Evening Bulletin*, largest evening newspaper in America.

McCardle's clear-cut analysis of diplomatic moves has given thousands of Philadelphians a better grasp of many world events—the history-making conferences at Ottawa, Dumbarton Oaks, Bretton Woods and San Francisco. He stopped over in London on his way to Nuremberg to cover the meeting of the Big Five foreign ministers.

The exclusive broadcasts by McCardle are typical of the timely and interesting programs introduced by WPEN since ownership and operation of this independent station were assumed by *The Bulletin*. Every one is selected for its special appeal to Philadelphia listeners.

950

WPEN...the Station for Philadelphians

And WPEN-FM—a PLUS value

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

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BROADCASTING... at deadline

Closed Circuit

A NEW DAY is imminent in advertising industry if self-cleansing project now in works becomes living institution. Top men in all branches of field—media, agency and advertiser—are working out plan for voluntary regulation. Idea is for advertisers themselves to form disciplinary agency to tell offenders how they injure themselves and all others by shoddy copy and format.

ANYTIME now there may be an expression from FCC on channel numbering system to cover FM, making for ease of listener dialing. Best guess is that three-digit system will be used, probably to start at 200 so that all stations will get comparatively even break on dials and (more important technically) so that band can go either down or up without breaking numerical continuity (*see story page 18*).

DELAY in promulgation of final television allocations and accompanying rules appears to stem from bugs in proposed directional system to allow additional channels advanced by Television Broadcasters Assn. at recent public hearings [BROADCASTING, Oct. 15]. Technical difficulties which would result in effect in narrowing of band appear biggest obstacle and some modification of TBA plan as against original FCC allocation may be evolved.

REORGANIZATION is underway at NAB. In few days, it will be announced Willard Egolf, director of public relations, is leaving to set up own law practice in Washington. He is member of Oklahoma bar. Howard Frazier, director of engineering, long has contemplated opening own technical practice in capital, now will do so. Barry Rumple, who replaced Paul F. Peter as director of research when latter joined BMB New York, returns to his old job at NBC in New York—mostly because he can't find place to live in Washington. Mr. Peter would like to come back to NAB because he can't find place to live in New York. President Justin Miller leaning heavily on A. D. (Jess) Willard and C. E. (Bee) Arney Jr. in rebuilding administrative structure.

ARMED FORCES Radio Service New York office scheduled to be closed Jan. 1, leaving only West Coast office operating. Reason: No further need for service broadcasts to Iceland, Greenland, Europe and Africa.

WLW Cincinnati reported considering moving all news operations to Washington, except one newscast, *Sohio Reporter*. Plan now being mulled includes transferring virtually entire news staff to capital and installation of special lines. WLW now pipes broadcasts from Washington through NBC facilities.

OPA has set manufacturers boiling. OPA has quietly given increased factors to parts manufacturers individually on grounds that certain parts are "new models", but is letting set factors stand. OPA refuses to release individual increase factors, contending such information is "confidential". Set makers planning protest

(*Continued on page 102*)

Upcoming

Nov. 12-13: Annual IRE-RMA Conference, Sheraton Hotel, Rochester, N. Y.; RMA continues sessions Nov. 14.

Nov. 16: Illinois Radio News Clinic, Abraham Lincoln Hotel, Springfield, Ill.

Nov. 18-20: Assn. of National Advertisers, Hotel Pennsylvania, N. Y.

Nov. 21: British-U. S. Telecommunications Conference, Bermuda.

Nov. 26-30: NAB Sales Mgrs. Exec. Com., Roosevelt Hotel, N. Y.

Bulletins

TWO new standard stations to operate on 1490 kc with 250 w power were authorized by FCC Friday for Central Broadcasting Co., Johnstown, Pa., and Airplane & Marine Instruments Inc., Clearfield, Pa.

PRIME MINISTER Clement Attlee of Great Britain will address joint session of Congress Tuesday (Nov. 13) at 12:30 p.m. His address will be carried by all major networks. He will address a radio-press luncheon sponsored by the Overseas Writers at Washington's Hotel Statler on Wednesday.

Business Briefly

BROKER ON TWO ● Hornblower & Weeks, New York (investment house), has started live broadcasts of financial news, featuring Dow-Jones market quotations of 60 stocks, five weekly for five-minute periods on WPRO Providence. Same program starts Nov. 19 on WCAU Philadelphia. Agency, Abbott Kimball Co., New York.

PARKER LIPSTICK CAMPAIGN ● Parker-Bouldin Co., St. Paul (Priscilla Parker dual-purpose lipstick) sponsoring announcements several times weekly on WHN New York and 20 midwest stations. Agency, A. W. Lewin Co., New York.

SERUTAN REVISION ● Serutan Co., New York, on Nov. 11 moved *A. L. Alexander's Mediation Board* on 64 Mutual stations Sundays from 8:15-8:45 p.m. to 8-8:30 p.m. Agency, Grant Adv., N. Y.

CONTINENTAL EXPANDS ● Continental Oil Co., Ponca City, Okla., enlarging spot campaign in Midwest, Southwest, Rocky Mountain area and territory south of Baltimore. Agency, Geyer, Cornell & Newell, N. Y.

BRIEFS HELP SERVICEMEN

PUBLICATION of 110 occupational briefs to provide servicemen with educational and vocational information to help them make readjustments to civilian life announced by War Dept. Briefs designed to answer servicemen's questions and cover variety of occupations including advertising, electrical engineering (electronics and radio), reporting and editing, writing, etc. They're equally applicable to all branches of service.

Zenith Claims of 'Crippled' FM Denied

CLAIMS by Zenith Radio Corp. that FM would be "hopelessly crippled" if left in 100 mc band exclusively are not sound, FCC declared Friday in releasing results of tests in high and low bands, by its engineering laboratory.

Commission said studies show "exact opposite" of Zenith contentions that FM operation in higher band requires substantially more power. Zenith advised receiver manufacturers Thursday that two-month test of transmissions from Milwaukee to Deerfield, Ill., 76 airline miles, indicated it would require 49 times the power to receive same signal strength from 91 mc as from 45.5 mc.

Reporting on measurements in Washington, D. C., from Laurel, Md. laboratory, 20 miles away, Commission stated "negligible difference" in signal strength was observed though low band station had advantage of higher antenna. If antennas were same height the high band station would have higher strength, in opinion of FCC engineers.

Commission recognized that neither its own nor Zenith tests are conclusive on question of power and that further experiments may show need of higher power in high band. "However," it declared, "there is no warrant for any such conclusion on basis of limited data now available."

FCC tests show conclusions drawn from Zenith tests are not sound and discuss only one phase of problem, namely, power, which can be greatly reduced if antenna structures are designed for high gain and placed at high locations. For example, said FCC, a New York station whose antenna is at top of the Empire State Bldg. need only use 1.6 kw power to render service comparable to that of 20 kw transmitter feeding 500 ft. antenna.

Commission reiterated that reason for moving FM to high band was to minimize skywave interference. Important point, it asserted, is that no Sporadic E interference of type found in old band has been observed in new FM band. This will benefit listeners, particularly in rural areas, it said.

A paper on findings of the Zenith test was scheduled for presentation today (Monday) at the annual meeting of the Institute of Radio Engineers and the Radio Mfrs. Assn. in Rochester. Dr. Kenneth A. Norton, whose prediction on propagation induced the shift of FM to the higher band, was invited to attend. IRE members have challenged the Norton conclusions.

WWSW believes in balance

. . . A balance that favors public service more than any other 250-watt station in the country.

. . . Operating on a 24-hour basis, WWSW schedules more time for serving peoples' interests.

. . . WWSW is public service conscious because only by serving the public can a station be useful to its community.

WWSW

Some WWSW Public Service Programs—

Junior Town Meeting
Let's Explore Music
OPA Round Table
Major League Baseball
Radio News Reel
Composer's Clinic
Football Games
Meet Your Neighbor
Foreign Policy Ass'n.
National Achievement Club
Professional Hockey
Basketball, Golf
Something About a Soldier
Golden Hour
Deshon Hospital Diary
Masterworks in Music

WWSW rates public service ahead of dollar volume!

WWSW, INC.—PITTSBURGH, PA.

Represented by Forjoe and Company

WE HEAR YOU'RE USING BOTH KOIL AND KFOR IN NEBRASKA?
THAT'S RIGHT! THEY COVER ALL OF METROPOLITAN NEBRASKA-- —AND ON A LOW COMBINATION RATE!
KOIL
KFOR
WE WISH TO POINT OUT THAT . . .
. . . WHEN YOU USE BOTH KOIL - Omaha and KFOR - Lincoln You Get a 15% DISCOUNT from KFOR!

ALMOST HALF OF NEBRASKA'S BUYING POWER IS CONCENTRATED IN THE OMAHA and LINCOLN AREAS!

The people who live under the towers of KOIL and KFOR spend 43% of Nebraska's buying income. This is Nebraska's metropolitan market. You get direct, complete coverage — plus a rate discount — by using this vital combination of stations. Both are basic stations of The American Broadcasting Company.

AMERICAN NETWORK

KOIL — KFOR

OMAHA 5000 WATTS—1290 KILOCYCLES • LINCOLN 250 WATTS—1240 KILOCYCLES

Represented by Edward Petry & Co., Inc.

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The Weekly Newsmagazine of Radio

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WHEN YOU THINK OF

YOU THINK OF WFIL

It is only natural that advertisers and agencies who know "The Philadelphia Radio Story" intuitively link the city's Landmarks of Liberty with WFIL.

For WFIL is just as much a part of "The Birthplace of the Nation," portraying its kaleidoscopic life in kilocycle pattern.

In one recent week, WFIL's *public service* programming aired the views of such important people in this city as General Jonathan Wainwright; Congresswoman Helen G. Douglas; Frank Sinatra; Bruce Thomas; William L. Batt, president of SKF Industries; Lee Hill of McGraw-Hill; Dr. Merrill Bush of Temple Univ.; and Mayor Bernard Samuel.

"For outstanding public service to Philadelphians" WFIL was honored the same week by the City Business Club's Award—the first time any local station has received this distinction.

Philadelphians are well aware of WFIL's keen and informative *public service* programming. Perhaps that is one reason why more and more radio homes keep tuned to the station that is serving the people in their best interests.

WFIL 560 KC

PHILADELPHIA

In Philadelphia **WFIL** means **PROGRESS** and **PUBLIC SERVICE**

Represented Nationally by THE KATZ AGENCY

So yout

...think you know Washington?

Chances are, you *don't*. The nationally popular guessing-game—"What's going to happen to Washington now the war's over?"—has provoked a swarm of lop-sided ideas about the nation's capital.

As a leading member of this important community, WTOP has just completed its third annual Washington market study to sift fact from rumor...and come up with some mighty pertinent findings. Like these:

Washington's size will *increase* rather than dwindle. The country's steadiest population curve is expected to keep right on climbing—from today's 1,250,000 to an estimated minimum of 1,380,000 people in 1950.†

Washington won't be paralyzed by federal payroll slashes. Contrary to popular belief, less than 10% of all Uncle Sam's employees work in the capital—and those who do make up less than half of Washington's total labor market, even during the wartime period.*

Washington is not a "war-exhausted" market. Capital area families have a large War Bond and bank account nest egg earmarked for 34,000 new homes, 41,000 new refrigerators, 53,000 new washing machines, 56,000 new radios.†

Washington gives every promise of staying far ahead in its ratio of population to purchasing power. Although ninth in population among all U. S. cities, during 1945 it ranked fifth in retail drug sales, sixth in retail food sales, and sixth in total retail sales.*

This is the *top quality* market that WTOP, Washington's only 50,000-watt station, reaches. How *well* it sells the responsive audience within its primary listening area is amply indicated by the way advertisers, for ten years, have spent more dollars on WTOP than on any other Washington station.

For first chance at a WTOP availability in this vital market, see us or Radio Sales.

WTOP
WASHINGTON'S
50,000 Watt Station
COLUMBIA OWNED
CBS

†*Opinion Research Inc., Survey (Oct.-Nov., 1944)*
**U.S. Government Report of Employment (May, 1945)*
**Sales Management,* "*Survey of Buying Power*" *(May, 1945)*

REPRESENTED BY RADIO SALES, THE *SPOT* BROADCASTING DIVISION OF CBS

15 minutes a day for 2 years

Not a week in the last two years that Kopy Kat Women's Wear Shop hasn't been on WWDC.

And, as merchants, they grew.

They started out with one store . . . later they opened a second . . . and within the two-year period on WWDC opened their third store!

That's just another example of the retail response that local merchants get from WWDC listeners.

If you have a sales job to do in Washington, D. C.—put it at 1450 on the radio dial.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by

WEED & COMPANY

My Impression of Europe

(Ninth of a series by members of the U. S. Mission to ETO)

By J. LEONARD REINSCH

Managing Director, WSB WIOD WHIO

Radio Adviser to President Truman

AMERICAN radio and radio broadcasting in Europe have one thing in common. Both use transmitters which emit signals which in turn are picked up on receivers. There the analogy ceases. The European nations got the radio idea originally from the U.S.A. But they haven't improved on it.

A four weeks' tour of Europe will not make you an expert on international affairs, regardless of how intensive the itinerary or under what auspices you travel. But, if you are an American broadcaster with a reasonable conception of your responsibility as a public servant and a fairly accurate understanding of what constitutes "public interest, convenience and necessity", a brief glance at the conditions and situations in Europe will bring into sharp cameo some of the critical problems ahead of us. Such a glance as we had makes us consciously proud of the American system of broadcasting, though we are considerably humbled by the clear conviction that radio broadcasting—the world over—must bear a tremendous and adult responsibility in the crisis months ahead. To which is added knowledge that this responsibility will be augmented in the occupation years ahead of us, simply because of the awesome task of rehabilitation and re-education.

Mr. Reinsch

American radio programs are definitely ahead of the best that

(*Continued on page 85*)

Sellers of Sales

BEAUTEOUS, brown-eyed Betty Ruth Bruns is a talented young lady who not only is working toward a piano concert at Town Hall but is also chief timebuyer of Colgate-Palmolive-Peet at Ted Bates Inc., New York.

Born in Downersville, Ill., on Dec. 11, 1919, she was educated at the Chicago Conservatory of Music. She received her BA degree in music in 1940.

She earned her way through school by working at the E. F. Palmer Co., Chicago, where she learned how to handle all sorts of machines, such as lithographs, plate machines, electric typewriters, etc. She also taught piano to private students and played in her father's band on weekends. It was with the band that Betty first learned to play popular music. Her first love, though, is classical music and she admits that boogie-woogie just isn't for her.

During her last year at school she worked with the Commonwealth Edison Co., Chicago, where she was a stenographer and cashier.

In 1941 she moved to New York and joined NBC's sales service department as head of the network contract division. In 1942, when NBC and the Blue split up, Betty went to work with the Blue.

In 1943 D. R. Buckham, then Blue's eastern sales manager, asked Betty to come along with him to explain a contract which she had made up for Carter Products and its agency, Ted Bates Inc. She explained that contract so well to Ed Small of the agency that six months later he offered her a job. She accepted and a year later became a timebuyer handling the Colgate account, which has recently started a two million dollar spot campaign.

BETTY

Betty practices piano at least two hours every night. She is now attending Columbia U. with a masters degree as her goal. Her theory about music, she claims, is: "If you can't compose, then you can try to create what another composer has tried to say. And that," says Betty, "is what I try to do." She hopes to appear eventually on the concert stage of Town Hall.

Betty lives in Glenwood, Westchester, with her family.

REACH THESE 2 PROFITABLE MARKETS..

WEST

EASTON

PENNSYLVANIA

Phillipsburg, New Jersey

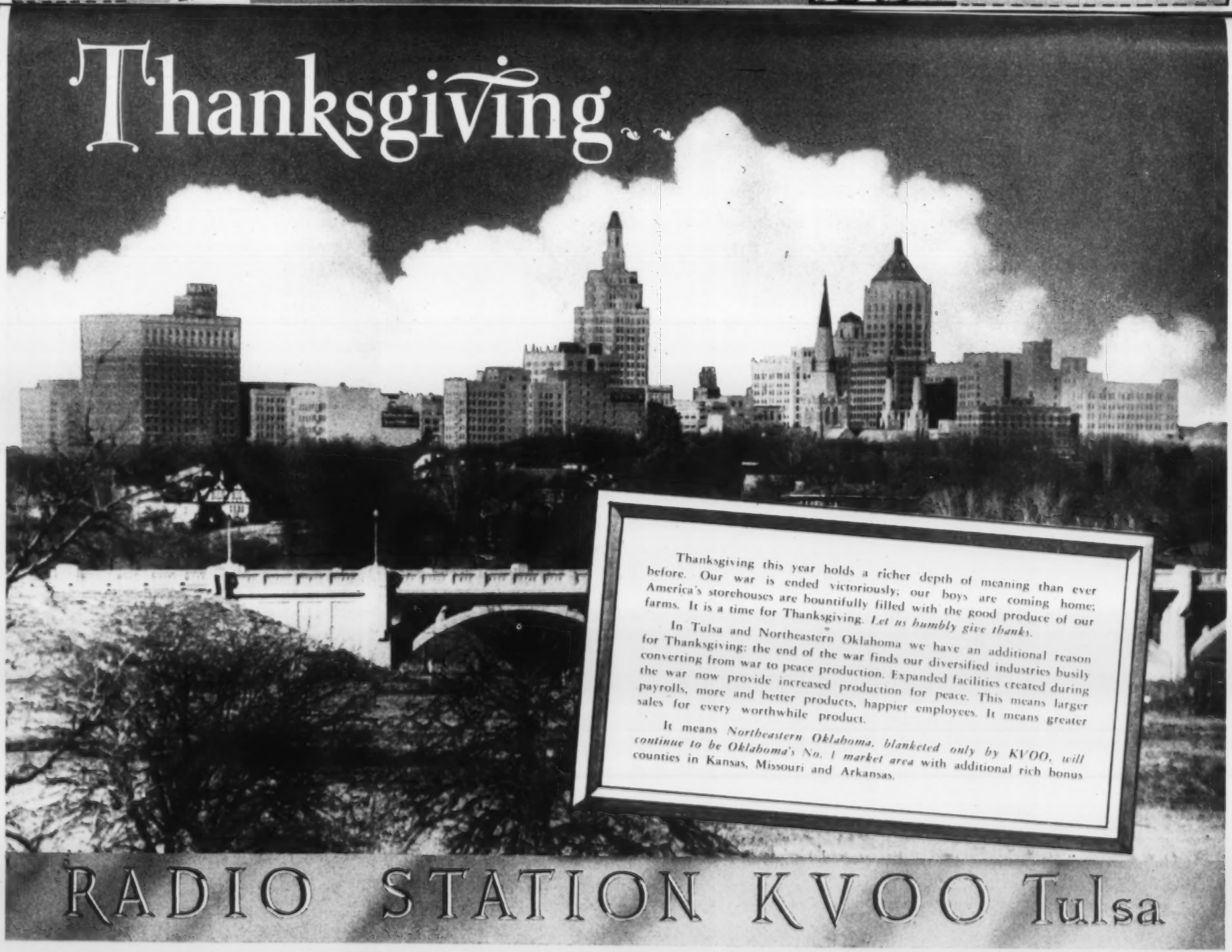
WAZL

HAZLETON

PENNSYLVANIA

Represented by

RADIO ADVERTISING COMPANY


Thanksgiving
Thanksgiving this year holds a richer depth of meaning than ever before. Our war is ended victoriously; our boys are coming home; America's storehouses are bountifully filled with the good produce of our farms. It is a time for Thanksgiving. *Let us humbly give thanks.*
In Tulsa and Northeastern Oklahoma we have an additional reason for Thanksgiving: the end of the war finds our diversified industries busily converting from war to peace production. Expanded facilities created during the war now provide increased production for peace. This means larger payrolls, more and better products, happier employees. It means greater sales for every worthwhile product.
It means *Northeastern Oklahoma, blanketed only by KVOO, will continue to be Oklahoma's No. 1 market area* with additional rich bonus counties in Kansas, Missouri and Arkansas.
RADIO STATION KVOO Tulsa

THESE 20 WSM YEARS

A CLEAR CHANNEL . . . FOR SALES

The war has filled up a lot of selling channels. But in the rich market blanketed by WSM's 50,000-watt signal, the path is wide open. Through the War years, our listeners have moved up sharply in their standard of living. Through the War years, WSM has moved deeper into their hearts because of steady, friendly, intimate service to them. So you can count on 650 kc as a channel that needs no dredging for postwar sales.

WSM
NASHVILLE

THE STATION THAT IS SYNCHRONIZED WITH **FIVE MILLION HEARTS**

HARRY STONE, *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
NBC AFFILIATE

A Lot on the Ball

Yes, Sir! WSAI is one old-timer in Radio with plenty of young ideas . . . Batting average? Well, *this is the 23rd anniversary of WSAI in this business of Broadcasting!* A lot of bases have been covered — Public Service, day-by-day wise-intelligent programming, audience promotion, and constant bigger and better program additions.

And, WSAI is keeping "an eye on the ball." Advantage will be taken of every opportunity offered by the days ahead in Radio Broadcasting, to do even more in the field of public service — to build even greater audiences of "potential buyers" for National and Local advertisers.

Thanks, from that "old man with young ideas" to the grandstand of agencies and advertisers who have made the 23rd Broadcasting Anniversary of WSAI "something to shout about!"

WSAI

A Marshall Field Station,

CINCINNATI 2, OHIO

BASIC AMERICAN BROADCASTING COMPANY

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Four years, Northwestern University, B.S.
Eight years, Knox Reeves Advertising, Inc., Minneapolis—Director of Radio
One year, Overseas Branch, O.W.I., Head of Bombay Office
Free & Peters (Chicago Office) since November, 1945

Beat the drums!—it's LLOYD GRIFFIN!

One month after F & P was founded (in May, 1932) an exceptionally promising young man named Lloyd Griffin graduated from Northwestern University — and had we then known what we now know about Griff, we'd have hired him directly out of his cap and gown! *But now we have him* — after thirteen busy and successful years which have helped to make him one of the most outstanding men in radio. Welcome to F & P, Griff — you are hereby appointed a full "F & P Colonel"!

Perhaps we'll be accused of crowing a bit, but have you noticed the number of top-notch *new men* who have cast their lot with F & P recently — the number of our old-time hot-shots who are now beginning to return from the Services? Today more than ever before, F & P is aiming high, higher, highest in our exciting role as the leaders in our field. Being the leaders automatically makes us the target for others to shoot at — but that's a healthy thing for spot-broadcasting in general.

And what's good for radio is also good both for you and for us, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *645 Griswold St.* Cadillac 1880 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 29, NO. 20 WASHINGTON, D. C., NOVEMBER 12, 1945 $5.00 A YEAR—15c A COPY

Consent Method May Get Major Test

550 kc Dispute May Be Settled By Agreement

OUTCOME of informal conferences now under way between the FCC and industry engineers representing a group of 550 kc stations asking increase in power to 5 kw may determine whether conflicting applications can be handled without resort to the usual process of cumbersome and often drawn-out hearings, BROADCASTING learned last week.

This possibility developed as the result of the withdrawal of restrictions on use of the 550 kc channel, imposed in 1937 because of Navy aviation requirements, and the immediate request of stations operating at this frequency for higher power. The group is understood to have represented to the Commission that they should be given preferred status for maximum power and that no action should be taken on new applications for this frequency until their request is considered.

In view of the fact that the Commission has already designated for consolidated hearing new applicants for 550 kc, a question has been raised as to whether forthcoming applications from existing 550 kc stations can be handled independently and given priority over the cases to be heard. Radio lawyers for the group believe there is nothing in the law to prevent the Commission from taking such action.

FCC handling of a request by stations operating on 550 kc for use of maximum power on this frequency may set the pattern for a better procedure to act on competitive applications.

Granting of maximum power to the existing 550 kc stations would eliminate the need for holding hearings on new applicants for this frequency but such a procedure would certainly necesitate calling in all the applicants involved. Were the Commission successful in securing agreement to accept its solution of the problem without formal hearings, it is only reasonable to assume that many other cases involving conflicting applications for the same frequency could be similarly handled.

With 231 applications, involving 61 consolidated hearings, already designated for standard broadcast service, and the probability that other hearings will be set for AM, FM and television, the advantages to be gained in expediting expansion and development of these services through the consent or conference method, let alone saving in expense, would be considerable.

The alternative in the 550 kc case is to combine the applications to be received from the older group with the applications designated for consolidated hearing. This would expand the total number of applications for the frequency to 15 and would involve proceedings which would require probably a year, taking into account extensions usually desired by engineering and legal counsel for filing briefs and for obtaining sufficient time for preparation of their cases.

Inclusion of all the applications into consolidated hearings would thus virtually freeze the existing 550 kc stations at their present power for at least a year, by which time FM may be so far advanced

(*Continued on page 89*)

Arney Announces NAB Meet Schedule

SCHEDULE of NAB district meetings to start Jan. 7 in Los Angeles was announced Friday by C. E. Arney Jr., NAB secretary-treasurer. Meetings will be held in two sections, the first section concluding Feb. 12 and the second starting in March.

Directors elections will be held in five of the ten meetings in the first section, all being even-numbered districts. They are 6th, 10th, 12th, 14th and 16th districts. Odd-numbered districts will hold elections next year.

During the six-week period of the first section the NAB headquarters crew and the accompanying "flea circus" will meet twice weekly, with one exception. Schedule is set up to allow time for train travel between cities in case of plane reservation difficulty. Plane reservations have been requested.

From the NAB office will be Justin Miller, president, and Frank E. Pellegrin, director of broadcast advertising, who will make all trips. A. D. Willard Jr., executive vice-president, or Mr. Arney will attend meetings, depending on later arrangements. Mr. Pellegrin will hold sales conferences in each district. Hugh M. Feltis, president of Broadcast Measurement Bureau, will make the circuit.

In the "flea circus" will be representatives of Broadcast Music Inc., transcription firms, market research firms, equipment manufacturers and other NAB associate members along with representatives of related groups not eligible to membership.

Mr. Arney sent word to all interested groups to notify NAB of intent to take part in the swing. They will be expected to make their own travel arrangements but hotels have been notified to set aside blocks of at least 20 rooms.

Hollywood Meeting

Agenda for meetings has not been prepared but full opportunity will be given for discussion of industry problems and NAB activities. New developments during the year such as creation of the new FM Dept. within the NAB along with technical and regulatory issues will be considered.

New directors elected, one to a district, will not take office until the 1946 NAB convention scheduled for autumn.

NAB Board of Directors will meet Jan. 3-4 at the Hollywood Roosevelt, Los Angeles [BROADCASTING, Nov. 5].

Schedule of meetings in the first bracket follows:

16th District (S. Cal., Ariz., N.M.), Hollywood Roosevelt, Hollywood, Jan. 7-8.

15th District (N. Cal., Nevada, Hawaii), Fairmont Hotel, San Francisco, Jan. 10-11.

17th District (Wash., Ore., Alaska), Hotel Olympic, Seattle, Jan. 14-15.

11th District (Minn., N. D., S. D., part of Wis.), Hotel Niccollet, Minneapolis, Jan. 22-23.

10th District (Iowa, Neb., Mo.), Fontenelle Hotel, Omaha, Jan. 25-26.

14th District (Mont., Col., Wyo., Idaho, Utah), Brown Palace Hotel, Denver, Jan. 28-29.

13th District (Texas), Baker Hotel, Dallas, Jan. 31-Feb. 1.

12th District (Okla., Kan.), Tulsa Hotel, Tulsa, Feb. 4-5.

6th District (Ark., La., Miss., Tenn.), Peabody Hotel, Memphis, Feb. 7-8.

7th District (Ohio, Ken.), Gibson Hotel, Cincinnati, Feb. 11-12.

Taylor to Buy Wichita Outlet

CONTRACT to purchase KANS Wichita, Kan., for $400,000 was entered into last week by O. L. (Ted) Taylor with Herbert Hollister, president of the station and head of the Hollister Crystal Co., and Don Searle, vice-president of American in charge of San Francisco operations. The transaction is subject to FCC approval. Both buyer and seller, it is understood, propose to comply with the new FCC "open bid" procedure set forth in the recent Crosley-Avco decision.

Mr. Taylor

Mr. Taylor is owner of KTOK Oklahoma City, which he operates as an individual, and also is executive general manager of the Taylor-Howe-Snowden stations (KGNC Amarillo; KFYO Lubbock; KTSA San Antonio; KRGV Weslaco), as well as general manager of the Taylor-Howe-Snowden sales organization, representing stations in the Southwest. He holds no ownership interests, however, in the Texas stations.

KANS, which went on the air in 1936, is an NBC outlet. It operates on 1240 kc with 250 w power. The contract, signed Nov. 3, is understood to provide for a flat figure of $400,000 with adjustments as to cash and quick assets.

Mr. Hollister since the war has been operating the Hollister Crystal Co. in Boulder, Col., manufacturing piezoelectric crystals largely under government contract. He also holds an interest in KMMJ Grand Island, Neb., along with Mr. Searle. Applications for the transfer are being filed with the FCC by Horace L. Lohnes, of Dow, Lohnes & Albertson, Washington attorneys.

Truman Opens Radio News Gallery

Senate Room Set Aside For Exclusive Use Of Medium

ANOTHER MILESTONE in radio news coverage from Washington was reached last week when President Truman formally opened the new radio news gallery broadcast room in the Senate Wing of the Capitol [BROADCASTING, Nov. 5].

Shortly before 5 p.m. on Nov. 7 the Chief Executive, flanked by members of the Radio Correspondents Assn. executive committee, and D. Harold McGrath, radio gallery superintendent, cut a ribbon stretched across the entrance and walked across the threshhold while Senators, association members and guests applauded.

No broadcasts marked the formal opening, but virtually every Washington commentator reported the story on his respective newscast following the ceremonies, which ran from 4-6 p.m.

Long Sought

Last week's dedication saw the culmination of more than three years' efforts on the part of Senators and the Radio Correspondents Assn. to provide facilities for radio. When President Truman was in the Senate he personally worked for the room which he dedicated. Sen. Harry F. Byrd (D-Va.), chairman of the Senate Rules Committee which finally approved the project, and Leslie Biffle, clerk of the Senate whose office formerly was in the room now occupied by radio, were instrumental in swinging the expanded quarters.

President Truman displayed keen interest in the appointments and equipment, inquired what type of ceiling and walls were used and personally inspected the five broadcast booths. Mr. McGrath explained the ceiling and walls were finished in acoustically treated tile, the booths were soundproof and air-conditioned. Mr. Truman congratulated Sen. Byrd and the Rules Committee on providing the radio newsmen with such quarters.

Construction was under supervision of David Lynn, Capitol architect, and A. E. (Gus) Cook, assistant architect.

Although the radio room was completed, except for finishing touches, about two months ago, its formal

(*Continued on page 90*)

PRESIDENT TRUMAN formally opened new radio gallery broadcast room in Senate wing of the Capitol Wednesday by cutting tape to entrance as he arrived. (l to r) President Truman; D. Harold McGrath, radio gallery superintendent; Al Warner, WOL-Mutual treasurer, Radio Correspondents Assn.; Earl Godwin, WMAL-American, past president; Richard Harkness, WRC-NBC, president. (*Another picture page 90*)

Standbys and Spots At Gallery Opening

UPON meeting the President, Judge Justin Miller, NAB president, said: "Mr. President, thank you very much for your nice letter on radio's 25th anniversary, which I received today." Mr. Truman smiled and remarked it was the best he could do on such short notice.

* * *

COMMENTED Sen. Lister Hill (D-Ala.), brother of Brig. Gen. Luther Hill, executive vice-president of the Cowles Broadcasting Co.: "When I was down home last I talked to well over a million people by radio. It would have taken me three months, speaking every night, to address that many on personal appearances."

* * *

RICHARD HARKNESS, president of the Radio Correspondents Assn., handed a glass of punch to President Truman, commenting: "I'll advise you it's not very strong." Mr. Truman quipped that if Les Biffle, Senate clerk, had handled the affair the punch would have

(*Continued on page 91*)

Porter Invites Facts About Qualifications of Applicants

CHAIRMAN Paul A. Porter of the FCC has told at least one group of ad lib critics of the broadcasting industry to come down to Washington and get specific.

Revealing in a letter to the National Citizens PAC, responding to a wired complaint by that organization against FM grants, the Chairman revealed more than a little annoyance with organizations and individuals who recently have hurled undefined charges against broadcasting, the FCC and others in the field.

Chairman Porter told C. B. Baldwin, executive vice-president of the NCPAC, the Commission "unreservedly welcomes the submission of any facts bearing upon a particular applicant's qualifications to operate its proposed station in the public interest." Mr. Baldwin had telegraphed opposition to issuing grants without first holding hearings. Mr. Porter replied that grants were made only after the Commission was satisfied the public interest would be served.

Wherever examination of an application does not satisfy the Commission in this regard, he added, the case will be designated for hearing. He pointed out that the Commission's rules provide for consideration of endorsement or opposition to the granting of any application.

Mr. Baldwin's protest, filed Oct. 24 [BROADCASTING, Oct. 29] expressed alarm over granting of licenses to newspaper interests, fearing a monopoly in many communities of the media of information and a threat to freedom of speech and press. He urged greater caution in issuing licenses and asked that "ample opportunities" be provided small businessmen, veterans, trade unions and other groups in FM broadcasting.

Chairman Porter pointed out that the Commission conducted a lengthy inquiry on the question of newspaper ownership of stations, during which it deferred action on FM applications from this group. Its order in this matter was submitted to the appropriate committees of Congress in January 1944, he said.

He said that the Commission provided a 60-day "waiting period" after the war to enable prospective applicants to receive equal consideration with pending applicants and accepted applications containing a minimum of engineering information to accomodate veterans and others who might be unable to file complete data by Oct. 7. He added that the question of reserving channels for newcomers was discussed at the allocations hearings but was decided against.

Following extensive preparation, he observed, the Commission made 64 conditional grants on Oct. 19 and another 65 on Nov. 1. These grants, he asserted, were in uncongested areas where frequencies remain available for future applicants.

Drawn for BROADCASTING by Sid Hix

"Well, you asked for a realistic sound effect of an atomic bomb exploding!"

Annual National Radio Week Planned

Three Groups Support Movement For Observance

MOVEMENT to make National Radio Week an annual institution developed spontaneously last week as broadcasters and radio equipment makers joined in a seven-day windup to the industry's 25th anniversary year.

Three groups already have indicated support for the plan—NAB, Radio Manufacturers Assn. and Kiwanis International. Other groups such as Junior Chamber of Commerce and various commercial and civic organizations that took part in last week's national celebration reported favorably on their participation.

Spurred by the impetus of the RMA tribute to radio and the cooperation of thousands of set distributors, broadcasters last week drenched the country with program features, special events and civic ceremonies. Keynote was sounded Wednesday night when President R. C. Cosgrove, of RMA, presented a symbolic statuette to President Justin Miller, of NAB, on Mutual network.

CLIMAX to year-long series of events marking 25th anniversary of radio was National Radio Week Nov. 4-10. President Truman, others high in national affairs recognized broadcast achievements. NAB was presented symbolic statuette by Radio Manufacturers Assn. Success of event led to move to make week an annual affair.

In every community in the nation the message of radio's anniversary was brought dozens and dozens of times during the week-long observance. Networks and stations utilized their programming facilities to dramatize radio's birth and development and to demonstrate its role in the nation's life.

Plaques with replicas of the RMA statuettes were presented to all stations by the RMA. Most of the presentations took place at special broadcasts or studio ceremonies.

From all segments of government, business and education came tribute to broadcasting's achievements in the past 25 years.

President Truman in a letter to Judge Miller, dated Nov. 7, lauded radio's 25-year record. His letter:

"My congratulations to you and your associates on this 25th anniversary of broadcasting in the United States. During its brief span of a quarter-century in the history of our nation, broadcasting has achieved a notable place in the lives of our people. In the years of war broadcasters served their country well—and in the years of peace that lie before us I know they will continue to do their part with that same spirit of loyalty and enterprise."

Chairman Paul A. Porter of the FCC hailed American broadcasting as the "world's largest and finest radio system" in a greeting delivered to Judge Miller and President Cosgrove of RMA during the presentation of the statuette. His statement follows:

"The presentation of the RMA to the NAB of a statuette commemorating 25 years of broadcasting serves to highlight the outstanding record of cooperation between the two branches of the industry to give America the world's largest and finest radio system.

"This fruitful joining of forces

(*Continued on page 88*)

FROM RMA to NAB went this silver-coated statuette in honor of National Radio Week. R. C. Cosgrove, RMA president (right) presented it to Justin Miller (left), NAB president. W. B. McGill, advertising manager of Westinghouse Radio Stations Inc., points to statuette.

American Broadcasting System Praised at Anniversary Lunch

APPROXIMATELY 400 guests at the Citizens' Radio Anniversary Committee luncheon, at the Hotel Roosevelt on Nov. 10 heard laudatory speeches from 14 outstanding speakers.

Howard Hanson, director of the U. of Rochester (Eastman School of Music), told the group that "with all its faults, and it has plenty, I will take the American system of free competitive radio. With all its lack of unified control and direction it has done and is doing a magnificent job in reflecting, interpreting and—yes in a quiet and unostentatious way—educating the American public in the way it wishes to go and is willing to go." "American radio," he added, "will continue in the future to discharge its musical responsibilities to bring to the American public the treasure of great music.

Dorothy Thompson compared radio with the printed word and maintained that although she preferred the printed word, "the spoken is more powerful." "Radio brings the news faster," she said, "but in the newspapers we have it before our eyes."

In a salute to radio on its 25th anniversary on behalf of the magazine publishers, Franck Braucher, president of Periodical Publishers Assoc., pointed out that "free radio" was responsible for the remarkable development of radio programming in this country compared to others."

"Radio education must concern itself with ideas and carries with it a huge amount of social responsibility," according to Kermit Eby, director of research of the Congress of Industrial Organizations. He went on to say that the "labor movement specifically must find out how to command more time on the air." "We must not continue to sit back while industrial management presents its case first and loudest—as has happened recently in wage disputes."

Other speakers were: Mayor Fiorello H. LaGuardia; Walter Hoving, president, Lord & Taylor; Mrs. La Fell Dickinson, president, National Conference of Women's Clubs; Dr. Everett R. Clinchy, president, National Conference of Christians and Jews; Dr. Mordecai W. Johnson, president, Howard U.; Miss Jane Cowl; Dr. James L. Ellenwood; Sen. Wayne L. Morse; Justin Miller, president, NAB, and Paul Porter chairman FCC.

Stetler Chairman ANA Radio Session

Many Radio Topics on Agenda For New York Meeting

D. B. STETLER, advertising manager of Standard Brands and chairman of the Radio Committee of the Assn. of National Advertisers, will serve as chairman of the radio session of the ANA 36th annual meeting, to be held at the Hotel Pennsylvania, New York, Nov. 18-20. Radio seminar, scheduled for Tuesday morning, will include a report on the progress of Broadcast Measurement Bureau by BMB President Hugh Feltis, a discussion of the expanded activities of the Cooperative Analysis of Broadcasting by A. W. Lehman, president, and George Allen, secretary and general manager of CAB, and a description of the radio allocation plans of the advertising council by George Ludlum, radio director of the council. These presentations will be followed by a question period.

Radio will also be featured at other sessions of the ANA meeting. On Monday afternoon Mr. Stetler will give his annual report on radio for the past year. Also at that session Marion Harper Jr., director of radio research, McCann-Erickson Inc., New York, will give an analysis of the factors that build radio program audiences. A third Monday afternoon speaker, George Keebler of Crowell-Collier Corp., will report on a study of the effect on sales of varying expenditures for radio and magazine advertising.

Convention will open with an informal get-together and open board meeting Sunday evening. Monday morning ANA President Paul B. West will deliver the keynote address. Paul S. Ellison, advertising manager of Sylvania Electric Products, will present the results of the most recent of a series of studies of public attitudes towards business and advertising conducted for ANA by the Psychological Corp. Fairfax Cone, president, Foote, Cone & Belding, will speak on "What Corporate Directors Know About Advertising and What They Think About It."

Walter Lippmann, noted public affairs analyst, on Tuesday afternoon will speak on "The Responsibilities of Advertising in the Period of Pacification." At the same session Charles C. Carr, director of public relations and advertising, Aluminum Co. of America, and chairman of the ANA board, will report on the self-regulation of advertising.

Griffith in Chicago

HOMER GRIFFITH Co., West Coast station representative, opened an office at 612 N. Michigan, Chicago, Nov. 1. Al Halus, in freelance talent work for last 13 years, is in charge. Firm also is seeking space in New York City.

Many FM Permits by Jan. 1 Predicted

FCC Planning Action On Construction Applications

PROSPECTS that a sizable number of construction permits for new FM stations will be issued before the end of the year developed last week as the FCC sought information from equipment manufacturers to enable it to advise applicants on the cost of entering the FM field.

The Commission has already authorized 129 conditional grants for new FM stations and plans to take action on the remaining 530 applications for the service by Jan. 1. Many of these will receive conditional grants and others designated for hearing. In the meantime, work on examination of engineering data submitted by grantees is being pushed in an effort to authorize as many frequencies as possible.

Move Speedily

When the Commission took action on the first batch of FM applications last month, issuing 64 conditional grants, it granted a 90-day period for filing of additional data. Quite a number of the applicants, however, have sent in the required information enabling the engineering staff to move speedily. It is expected that other grantees will forward necessary reports in time for action on allocations this year.

Processing of FM applications is keeping pace with progress of manufacturers in designing and turning out broadcasting equipment for the new service. Despite earlier reports that transmitters for use in the high band would not be ready until next spring, the Commission is advised that units will be available for 250 w operation by the end of the year, designed to add amplifiers to increase power successively to 1 kw, 5 kw and 10 kw. Manufacturers which entered the electronics industry during the war to fill military contracts will provide a considerable part of this equipment, it was learned.

Thus far, the Commission's actions on FM applications have been limited to Area II and have been largely in southern and central states. With the dispute over assignments to existing stations in New York resolved through the adoption, in modified form, of the CBS allocation plan for Area I [BROADCASTING, Oct. 29], the Commission will soon begin processing of applications in the eastern and New England states.

City Applications

One of the principal problems confronting the Commission in allocating stations in this area is the large number of applications for metropolitan stations in the smaller cities. "Everybody wants a metropolitan station," a commissioner engineer remarked, pointing out that community stations would provide coverage equal or superior to that of present AM local or regional assignments without the added cost of facilities of a metropolitan station.

Realizing this situation, it is expected that many of the applicants for metropolitan channels may decide to withdraw their applications in favor of community facilities. Such action would permit the Commission to move more rapidly in processing applications and eliminate the need for designating as many cases for hearing as now appears necessary because of density of population and short distances between cities.

SPEEDY action by FM grantees in submitting necessary engineering data will enable the FCC to issue a substantial number of construction permits before the end of the year.

In gathering data on cost of FM equipment, the Commission undertook for the first time to obtain official information on the investment required for establishing an FM station. Previously, during the allocations hearings in 1944, it conducted a survey to determine the number of FM receivers in existence.

To obtain the information required, the Economics Division sent telegrams to manufacturers representing the bulk of the broadcast equipment industry, requesting prices on transmitters, antennas, and studio equipment. It explained that heretofore FM applicants have been forced to use estimates based on prewar prices for equipment built to operate in the lower band. The Division plans to have the results of its survey ready for FM applicants and other inquirers sometime next week.

Meanwhile, the Commission was giving thought to simplifying and standardizing operation of FM receivers, to permit ease of tuning by listeners and at the same time allow for expansion of the FM band upstairs or downstairs. Adoption of three-digit numbers to designate station frequencies is being given serious consideration. The NAB proposed that a numerical system be used, beginning with No. 1 for 107.9 mc, No. 2 for 107.7 mc, etc. (see story page 27).

Miles Becomes Chief of FCC Frequency Service on Nov. 15

COMDR. PAUL DOMBEY MILES, USNR, chief of the Frequency Section, Naval Communications, on Nov. 15 becomes chief of a newly-created FCC Frequency Service Division. He reverts to inactive status on that date.

As head of the new FCC section, which is to be a part of the Engineering Dept., Comdr. Miles will supervise spectrum allocations. Although the Standard Broadcast Section and other sections will continue to handle their own respective problems, Comdr. Miles will have charge of overall allocations.

Mr. Miles

He is expected to represent the Commission on the Interdepartment Radio Advisory Committee, replacing Commissioner E. K. Jett. Comdr. Miles was chairman of IRAC in 1944 [BROADCASTING, April 10, 1944] and previously served as vice-chairman. He also was a U. S. delegate to an informal communications conference with the British Commonwealth in London last summer and was delegate to the Third Inter-American Radio Conference in Rio de Janeiro last September.

Regarded as one of the foremost allocations experts in the country, Comdr. Miles will represent the FCC and the U. S. Government at international communications conferences and in international negotiations. His FCC appointment is in line with a general reorganization of the Commission, a part of which was establishment of a laboratory division to study the application of radar to civilian uses [BROADCASTING, Nov. 5]. Other changes are expected soon.

Comdr. Miles was born in Illinois and was graduated from the Annapolis Naval Academy in 1927. He resigned his commission in 1929, but became a member of the Naval Reserve. He was with Mackay Radio & Telegraph Co. from 1929-36, becoming head of its frequency bureau. In 1936 Comdr. Miles was appointed superintendent of communications, western division, Hearst Radio Inc. He remained in that post until 1939 when he resigned to accept appointment as civilian radio engineer in the Radio Liaison Division, Office of Naval Operations. In June 1941 he was ordered to active duty and in 1942 was transferred to the Office of Naval Communications to handle frequency procurement and assignment activities. Later he became chief of the Frequency Section.

Comdr. Miles has been the Navy member of IRAC since 1942.

Production of Sets Threatened in Vote

CIO Workers of Three Firms Request $2 Wage Boost

NEW THREAT to radio equipment production was seen last week when a strike vote among some 270,000 workers in three major manufacturing companies was requested by the United Electrical, Radio and Machine Workers of America (UE-CIO).

Companies involved in the dispute, which UE-CIO said was based on refusal of the firms to grant the union's requests for a $2-a-day wage increase, are General Electric Co., Westinghouse Electric Corp., and General Motors Corp. (Electrical Division). Union spokesmen said the request involves all plants of the three companies, 116 coast-to-coast, and 270,000 workers including all production employes and about 15,000 white-collar workers.

NLRB, which received the request Nov. 7, said a strike vote would be conducted among the employes 30 days later. Procedure then is to transmit results of the election to the President, under the War Labor Disputes Act.

Meanwhile, Radio Manufacturers Assn. was reported watching developments closely, but had taken no action last week.

The letter from UE-CIO was signed by General President Albert J. Fitzgerald and General Secretary-Treasurer Julius Emspak. Addressed to the Secretary of Labor, War Labor Board, and National Labor Relations Board, the letter urged the Secretary of Labor to "intervene personally in this situation and participate in an early conference of the companies and the union to assist in breaking the deadlock."

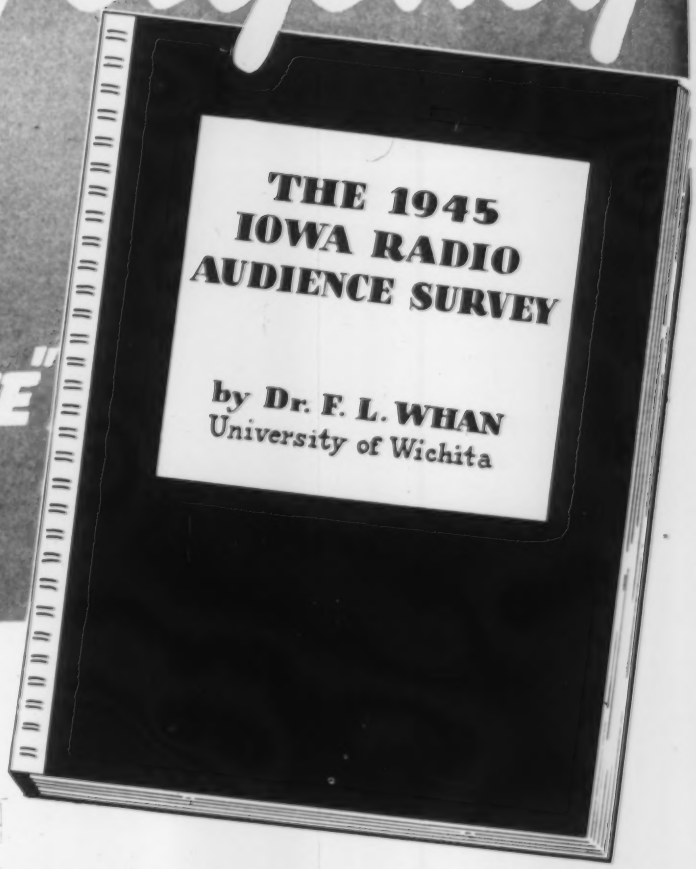
"The present request of UE-CIO for a strike vote under the provisions of the War Labor Disputes Act is not taken lightly," the notice declared. "For the first time in its collective bargaining relations with these major corporations which directly produce or control production of practically all such consumer items as radios, washing machines, refrigerators and other electrical equipment, they have refused to make any counter-proposal and have categorically rejected the union's demands."

It said the Secretary of Labor "should take all steps necessary to bring these companies to a realization of the need for maintaining production at the highest possible level . . . by meeting the just demand of UE-CIO for a wage increase."

FM Group to Meet

FIRST meeting of the FM Executive Committee since FMBI merged with NAB Nov. 1 is tentatively scheduled to be held Dec. 28 in Chicago, according to C. E. Arney Jr., NAB secretary-treasurer.

Any Big Agency IN AMERICA WOULD PAY THOUSANDS FOR AN "EXCLUSIVE" ON THIS BOOK



But the coupon will bring it to you—FREE!

Any large advertiser or agency in America who could get an "exclusive" on the facts disclosed in the 1945 Iowa Radio Audience Survey would have an asset so tremendous as to be worth literally *thousands* of dollars. YOU can get these facts—FREE. *Here are a few of the vital questions the 1945 Survey answers:*

What percentage of the people in each county of Iowa "listen most" to *which* stations? In the State as a whole? Urban people? Village people? Farm people?

How many hours per day do Iowa people listen to any "heard regularly" station, as compared with the stations they name as "*listened to most*"?

Do farm people listen to different stations than urban people?—village people? Which stations are preferred for Farm Programs?—for Newscasts?

How many people listen at various hours of the day and night? Do you get more listeners per dollar at 6 a.m. or 6 p.m.? At other hours?

What types of things *annoy* Iowa listeners? How much? What commercials are disliked?

What suggestions do Iowa people have to improve radio service? What are the trends in best-liked program material? At what point do listeners usually change the dial?

ALL THESE QUESTIONS—AND MANY MORE—are answered in detail and with complete break-downs, in the 1945 Survey. Conducted by Dr. Forest L. Whan of the University of Wichita, the 1945 Survey is a MUST for every thoughtful executive. Get your copy NOW. Fill in and mail the coupon.

+WHO *for* IOWA PLUS!+

Des Moines . . . 50,000 Watts

B. J. PALMER, *President* J. O. MALAND, *Manager*

FREE & PETERS, INC. . . . *National Representatives*

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1945 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City ..... State .....

Nets Oppose Law to Define Newcasts

Labeling of Propaganda Is Necessary, Says House Prober

LEGISLATION to require networks and stations to distinguish between news reporting and comments is not the answer to complaints that opinion and personal prejudice in some commentaries overshadow the news. To the contrary such legislation would violate the Bill of Rights.

That, in substance, is the consensus of three of the major networks in views expressed in letters to Ernie Adamson, counsel of the House Committee on Un-American Activities. Mr. Adamson on Oct. 20, in a letter to the four major networks, called upon stations and commentators to give "careful consideration" to "hostile public opinion" against commentators, it was disclosed last week.

'Critical' Letters

He wrote that the Committee receives "many critical letters covering certain so-called commentators who engage in expression of opinion and personal prejudice to such an extent as to overshadow the news and emphasize the element of propaganda." He said "some measures must be taken by the stations or by Congress to clearly separate political propaganda programs from real news broadcasts," and added he hoped the situation "will make it unnecessary for the Committee to recommend the passage of remedial laws."

As BROADCASTING went to press, American, CBS and Mutual had taken issue with Mr. Adamson. NBC will formulate no answer until after a conference of top executives. A. L. Ashby, vice-president and general counsel, may discuss the question personally with the Committee counsel in Washington, the network's New York headquarters said.

Meanwhile a committee representing 27 civic, political and welfare organizations, spearheaded by the Political Action Committee and Radio Writers' Guild, met in New York Wednesday to organize national action to "abolish the House Committee on Un-American Activities".

Norman Corwin, writer-producer and brother of Emil Corwin, who compiled a Radio Handbook for the CIO more than a year ago, heads the committee to abolish the House group. He announced that the newly created committee will support six commentators whose scripts are being investigated by the House probers. [BROADCASTING, Oct. 15, 22]. The committee felt it was no "coincidence" that two commentators—Hans Jacob of WOV and William Gailmor of WJZ—have been dismissed since the House Committee investigation started, it was reported. Mr. Gailmor's contract was terminated, however, before the House group disclosed it had asked for his scripts, according to Rep. Rankin (D-Miss.)

Mark Woods, president of American, advised Mr. Adamson by mail Nov. 1 that his network is "opposed to any attempt by the Congress to restrict the freedom of expression of news commentators, whether on our own network or other networks or individual stations.

"While, obviously, all our listeners do not agree with the interpretation of all our commentators, and, as a result, we do receive criticism concerning their broadcasts, we have no evidence, as your letter suggests, that the public is anxious to have either our network, or the Congress by law, limit the freedom of expression," Mr. Woods wrote.

STATIONS must separate news from "political propaganda", says Ernie Adamson, counsel for House Committee on Un-American Activities. Such legislation would violate Bill of Rights, could not be enforced and would curb freedom of speech, reply American, CBS and Mutual. House prober charges "hostile public opinion" against some so-called commentators.

American permits freedom of expression because it feels as a "holder of a public franchise we believe it is our obligation to protect this basic tenet of American life," he continued. American reviews scripts for "good taste, for libel and appropriate news authority" and presents "as balanced an interpretation of news events as possible," Mr. Woods went on. He explained that American commentators may be classified as "liberal, conservative and middle-of-the-road" and that listeners can obtain a variety of interpretation.

Julius F. Brauner, general attorney of CBS, said the real answer to the question posed by Mr. Adamson rests in the fact that the "public sooner or later learns to distinguish between the broadcast of solid news and analysis and that of biased pontification.

"News programs should present only clear, uncolored reporting of news of interest to listeners, and should not be weighted as to either selection or treatment in favor of any side or view," he wrote. "News analysis should consist of only unbiased, fair and balanced commentary on the meaning of the news, so that listeners may have background and enlightenment, and should neither espouse nor exhort.

"This field is peculiarly not adapted to legislative rules. It seems almost impossible to devise statutory language which would not, on the one hand, suffer from ineffectiveness and, on the other hand, result in strangulation of good operation."

To make such a law effective enough to insure "real objectivity" broadcasts would have to be "surrounded and interlarded with so many references to sources, identifications and disavowals as to make

(*Continued on page 86*)

N. M.'s Attempt To Impose Sales Tax On Stations Will Be Argued Nov. 19

ATTEMPT of the State of New Mexico to impose a sales tax on radio stations as purely intrastate business operations will be argued Nov. 19 before the U. S. District Court for District of New Mexico. Involved is a threat against similar taxing of stations in the 29 other States that have sales taxes.

Four stations have asked the court for an injunction to restrain the state from collecting the tax, along with penalties and interest. The amount will run over $20,000 in the case of one local station. Stations are KGFL Roswell, KFUN Las Vegas, KWGW Hobbs, KTMV Tucumcari.

Last Monday the stations won a preliminary skirmish when the court overruled move by the State to dismiss complaints on the ground the court lacked jurisdiction to try the case and grant relief.

NAB is taking part in the case, with John Morgan Davis, general counsel, and Milton J. Kibler, assistant general counsel, appearing at the hearing. Howard S. Frazier, director of engineering, will make field intensity measurements in and out of the State and submit findings.

New Mexico's gross sales tax of 2% was passed in 1935. It affects anybody doing business in the state. Broadcast stations had not been required to pay the tax on the ground they do business in interstate commerce, under a State Revenue Bureau ruling. This position was supported by the Fishers Blend Station Inc. U. S. Supreme Court decision in 1936.

Last year the present New Mexico attorney general overruled the State Revenue Bureau opinion and held stations were liable to the tax. Stations, especially with low power whose business was purely local, were held not to be doing business interstate and therefore subject to tax. The Fishers Blend decision was held not applicable.

The act has a licensing clause requiring stations to take out licenses to do business in the State. Criminal penalties are provided, failure to take out a license being a misdemeanor. The attorney general ordered stations to pay tax back to 1935 or until they started business, along with penalties. Threats to levy on station equipment have been made.

A FEW WORDS are directed by Commander Jack Dempsey into the ear of Atlanta's Mayor Pro Tem Howard Hare, who with Stan Raymond (r), head of special events of WATL Atlanta, greeted the former heavyweight boxing champion upon his arrival in Atlanta to referee the main wrestling match on a "Million Dollar Bond Show".

Dempsey Heads Video Fightcast Organization

COMMANDER JACK DEMPSEY will become president of a newly formed organization to put on boxing bouts, that will specialize in selling television rights to the fights it promotes to advertisers, when he is released from the Coast Guard in January. He is expected to sign a 10-year contract with the firm.

"Deal, involving $2,500,000, is probably the most important one ever made involving a sports figure," Max Waxman, Commander Dempsey's business manager, said in New York. "Dempsey will have virtually unlimited financial backing for his promotions and it will place him in direct competition with Mike Jacobs," he maintained.

Asked by BROADCASTING for details of the new company's television activities, Mr. Waxman said he could not reveal anything else until Commander Dempsey is discharged from service.

Gum Spots

BOWMAN'S GUM Inc., New York (Warren's chewing gum), Nov. 12 starts spot announcements on 100 stations all over the country for 52 weeks. Agency is Franklin Bruck Adv., N. Y.

WHN Claims Scoop

WHN New York claims a 45-minute scoop on the election coverage of the New York mayoralty results on election night, Nov. 6. Featured on station was an exclusive statement from Edward V. Loughlin, Tammany Chieftain, broadcast on George Hamilton Combs' regular 7 p.m. program. Loughlin said that "on the basis of the election returns so far received, General O'Dwyer's plurality will be in the neighborhood of 700,000." Actual plurality was 685,175. Combs went on at 7 p.m. and until 8 p.m., station broadcast constant stream of election returns received from private sources, scooping all other stations.

When it's time to go to work on new national business, then it's high time to call in Weed & Company, whose full-time business is good times on good stations. With Weed men constantly on the job, "time will sell".

With headquarters in the nation's time buying centers, Weed men are well able to make "Nationally Represented by Weed & Company" mean business for sales-able stations. Ample proof is in the daily flow of Weed-arranged contracts.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

what

is a successful station made of?

IT HAS BEEN PROVEN time and again that, as a business grows, it leans toward self-satisfaction and smugness. It's inclined to be satisfied with the way things have been done, to shy from the new and different, to close its eyes to those creative functions of both management and production without which no business can *successfully* survive.

During nearly twenty-five years of growth, WOR has warily watched for any tendency on its part to be satisfied with the usual, to hesitate to experiment with the new and different. For WOR knows that while other businesses might commit this error and exist, to do so in the mercurial, fast-changing field of broadcasting would be fatal.

This curiosity, this impatience with the dull and hackneyed, circulates through every moment of WOR's programming day and, in the process, is unconsciously absorbed by its sponsors. Year after year, surveys and success stories reaffirm that this is one of the most apparent things that a successful station is made of.

Naturally, this vitality of outlook not only consistently attracts one of the most impressive audiences in the greatest listening territory on the Eastern Seaboard, but has produced for WOR one of the most complete collections of success stories in modern American radio.

On these pages, WOR, for the first time, publicly lists the names of 106 sponsors who so graciously cooperated with us in the tedious, but exhilarating, task of preparing four to six page studies of their successful use of WOR.

NOTE: *WOR's 106 success stories have been approved by their sponsors. However, they cannot be released for examination or publication without the permission of the companies concerned.*

wor that

power-full station

ALCOHOLIC BEVERAGES

PETER BREIDT BREWING CO.
H. T. DEWEY & SONS CO.
GAMBARELLI & DAVITTO
GAMBARELLI & DAVITTO SPEAS

AMUSEMENTS

WARNER BROS. CIRCUIT MANAGEMENT CORP.

AUTOMOTIVE

ANDERSON CO. (SLEETMASTER)
AUBURN AUTO SALES CORP OF N. Y.

GASOLINE AND OILS

RICHFIELD OIL CORP.
TIDEWATER ASSOCIATED OIL CO.

CLOTHING AND APPAREL

PHILIP A. SINGER & BROS., INC.
GOTHAM HOSIERY CO.

DRUGS, TOILET GOODS AND COSMETICS

DRUGS

B. C. REMEDY CO.
BELL & CO.
INTERNATIONAL VITAMIN CORP.
McKESSON & ROBBINS, INC.

TOILET GOODS

BATHASWEET CORP.
BRISTOL MYERS CO.
CONTI PRODUCTS CO.
MARLIN FIREARMS CO.
THE MENNEN CO.

COSMETICS

DREZMA, INC.
GLAME CO.
ARMIN VARADY, INC.

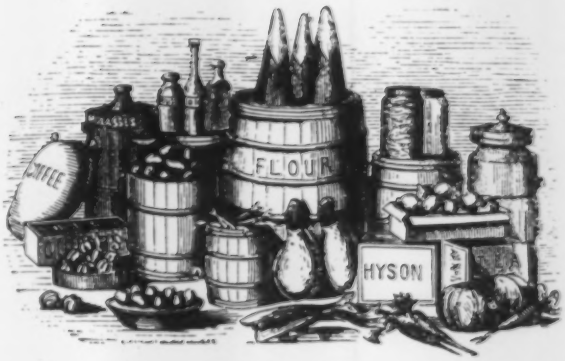
FOOD PRODUCTS

BAKERY

DUGAN BROTHERS
FISCHER BAKING CO.
GORDON BAKING CO.
PURITY BAKERIES CORP.

DAIRY PRODUCTS

BORDEN'S FARM PRODUCTS CO.
BORDEN'S ICE CREAM CO.
BOSCO COMPANY
BREYER ICE CREAM CO.
HORTON'S MEL-O-ROL ICE CREAM
WALKER-GORDON LABS. (MILK)
WALKER-GORDON LABS. (ACIDOPHILUS MILK)



MISCELLANEOUS FOODS (cont'd.)

DRYDEN & PALMER CO.
CHARLES GULDEN CO.
S. GUMPERT CO.
HABITANT SOUP CO.

wor that power-

MEAT PRODUCTS

ADOLPH GOBEL, INC.
ILLINOIS MEAT CO.
NORTHWESTERN TURKEY GROWERS' ASS'N

MISCELLANEOUS FOODS

AMERICAN BEVERAGE CORP.
BEECHNUT PACKING CO.
CANADA DRY GINGER ALE CO.
CONSOLIDATED PRODS.
HULBURT'S FRUIT PRODUCTS, INC.
KEMP BROTHERS PACKING CO.
V. LA ROSA & SONS, INC.
RIVERBANK CANNING CO.
S. A. SCHONBRUNN
SEEMAN BROTHERS
VAN CAMP'S, INC.
VANTI PA-PI-A CORP.
WESSON OIL AND SNOWDRIFT SALES CO.
WINTER GARDEN CARROTS
NEWARK CHEESE CO.
PHILA. DAIRY PRODUCTS

HOUSEHOLD PRODUCTS

ACME WHITE LEAD CO.
AMERICAN GAS MACHINE CO.
BIGELOW-SANFORD CARPET CO.
CHEMICAL CONTROL EASTERN DIV., INC.
COLGATE-PALMOLIVE-PEET CO.
DECORATIVE CABINET CORP.
O'CEDAR CORP.
PRESS-ON, INC.
RADBILL OIL CO.
SPRING-AIR MATTRESS CO.

-full station

INSURANCE AND FINANCIAL

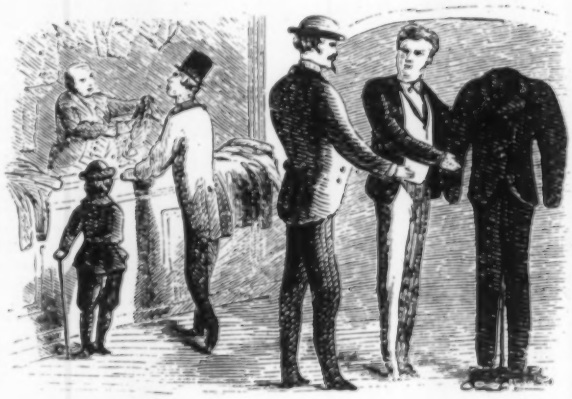
BRONX COUNTY TRUST CO.
GREENWICH SAVINGS BANK
MODERN INDUSTRIAL BANK
NATIONAL SAFETY BANK & TRUST CO.
NORTH AMERICAN ACCIDENT INSURANCE CO.
PROVIDENT LOAN SOCIETY OF N. Y.

MISCELLANEOUS

CHILDS COMPANY
DELAWARE, LACKAWANNA & WESTERN COAL CO.
EMPIRE GOLD CO.
GRACELAND MANAGEMENT CORP.
GRUEN WATCH CO.
HARTZ MOUNTAIN PRODUCTS
THE BOOKHOUSE FOR CHILDREN
CONSOLIDATED PRODUCTS CO.
HYGRADE SYLVANIA CORP.
NEW YORK TELEPHONE CO.
OLD COUNTRY TROTTING ASS'N
PILOT RADIO CORP.
PUBLIC SERVICE OF NEW JERSEY
REFRIGERATION & AIR CONDITIONING
RESTLAND SALES & MANAGEMENT
SUSSEX COUNTY BOOSTERS
WINTER AND COMPANY
QUAKER OATS CO.—KEN-L PRODUCTS CO.

RETAIL ESTABLISHMENTS

ADLER SHOES
L. BAMBERGER & CO.
THE BRASS RAIL, INC.
CROWELL PUBLISHING CO.
HOWARD CLOTHES, INC.



BEN MARDEN'S RIVIERA
ROGERS PEET CO.
SEARS, ROEBUCK & CO.
VIM ELECTRIC CO.

TOBACCO PRODUCTS

MARTA CIGAR CO.
PHILIP MORRIS & CO., LTD.

***that power-full station* WOR**

at 1440 Broadway, in New York

MUTUAL

FM Dept. Seeking 4 Changes in Rules

New NAB Group Files Petition With FCC for Amendments

FM DEPT. of NAB, successor to FM Broadcasters Inc., swung into action last week by asking the FCC to amend its FM regulations in four respects to speed development of this newer art.

Petition to change the Commission regulations was filed by Robert T. Bartley, director of NAB's new FM Dept., which is quartered in the old FMBI offices at 1730 I St. NW, Washington.

Pointing out that NAB has 47 FM station members, the petition asks prior consideration to a request that the FCC revise its numerical system of numbering FM channel designations as specified under Rule 3.201. Quick action is sought because manufacturers are just getting into production of receiving sets and a revised bandmarking system, if adopted, should be specified quickly to permit uniformity in sets.

NAB observes that if designations start with No. 1 for 107.9 mc, No. 2 for 107.7, and so on downward, the numbering could be extended indefinitely should the FM band be extended indefinitely without completely revising the entire numbering system. Thus set makers could use channel numbers on dials without fear that band expansion would make dials obsolete. Channel numbers, it is argued, are less confusing to the public than megacycle assignments.

Second, NAB asks the Commission to adopt a rule permitting joint program logs during duplicate operation of standard and FM stations, suggesting no useful purpose is served by the burdensome requirement of separate logs for identical programs.

Third, NAB seeks permission to use joint call letters during duplicate operation of standard and FM stations. More efficient operation would result in many cases, it is stated.

Fourth, NAB asks revision of the six-hour minimum operation as specified in Rule 3.261. Instead of being compelled to operate three hours from 6 a.m. to 6 p.m., and another three hours from 6 p.m. to midnight, stations should be allowed to pick their own six hours, said NAB. Thus FM stations operating in a single area would be able to stagger their hours to give listeners access to more FM programs. As an alternative, NAB suggested possibility of requiring a minimum operating schedule per week to afford greater flexibility.

Lewis in Honolulu

FULTON LEWIS jr., Mutual Washington commentator, presented his daily broadcasts from Honolulu last week, Nov. 5-9, using the Mutual affiliate in Honolulu, KGMB.

WTAM RUNS ON GADGETS

WHEN he's faced with a technical or production problem, Vernon H. Pribble, general manager of WTAM Cleveland, turns gadgeteer. The results are evident throughout the station. By performers and staff members they are regarded as the difference between relaxed broadcasting and hurly-burly operations.

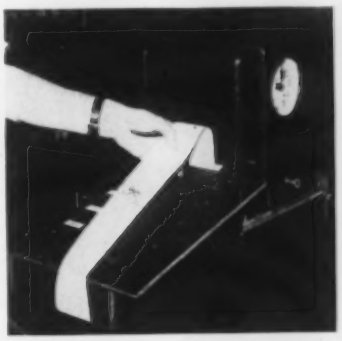
Mr. Pribble

Mr. Pribble has been manager of NBC's Cleveland station for almost 11 years, and formerly was general manager of WGN Chicago. Before that, he worked in the advertising division of the *Chicago Tribune*, and later he was in charge of the radio department of Stack-Goble Advertising Agency.

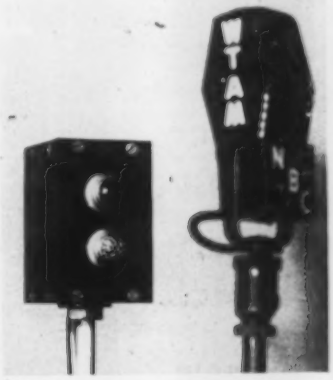
The gadgets he dreams up are built by staff engineers in the station's workshop. While they're the pride of the station, they're not the only evidence of Mr. Pribble's creative activities: One of his principal hobbies is clay sculpture, and one of his favorite works is a terracotta portrait of his younger daughter, Betty.

Some of the devices he has conceived and put into use at WTAM are shown here:

CONTROL ROOM CLOCKS like this pair, operated by the toggle switches seen above them, are standard WTAM equipment for timing rehearsals. The one at left is used for total timing, may be stopped when rehearsals must be interrupted. One at right, used as stopwatch, times interruption.



LOGGING CLOCK to record the station's programs and the hour, minute, second and fraction of a second on which each starts and finishes resulted when Mr. Pribble and S. E. Leonard, engineer in charge, got their heads together. Instrument provides foolproof check on what was aired and when.



FRANTIC arm-waving by the program producer is eliminated by this "traffic light" invention of Mr. Pribble. Installed beside every WTAM microphone, device flashes a green light to indicate action should be speeded, a red light when it should be slowed down.

Woman of the Year

LISA SERGIO, news analyst on American's *One Woman's Opinion*, presented this year's meritorious achievement award to Pauline E. Mandigo of the Phoenix News Publicity Bureau. Award is given annually by the New York Business and Professional Women's Clubs to the woman voted by them as the outstanding woman of the year.

WTHT Expands

WTHT Hartford, Conn., will open new studios in connection with its affiliation with American Broadcasting Co. Dec. 1. The larger quarters will be located in the Factory Insurance Building, 555 Asylum St. With 15,000 square feet of available space as compared with the previous 4,000, the station expects to accommodate large studio audiences in the future.

INTERNATIONAL Information Service, formerly OWI overseas branch, has completed series of transcribed half-hour adaptations of motion picture plays in French for release on Paris Radio IIS used facilities of KFI Los Angeles recording division under supervision of Lyman Smith, for transcriptions.

KMBC RADIO DATA DEADLINE IS NOV. 15

FORMS on which to challenge, correct, and supplement information already gathered by KMBC Kansas City in its compilation of pioneering data on broadcasting's first 25 years have been distributed throughout the industry.

A challenge sheet lists pioneering events in engineering, public service, general programming, special events and stunts, news, sports, and the commercial side of radio. An accompanying form provides space for broadcasters to challenge any claims listed. The challenge sheet, No. "B", contains data in addition to that published in Sheet "A" last June and also includes major revisions and "challenges" to the original release.

Broadcasters have until Nov. 15 to return their challenges. Data not challenged by that time will be added to the compilation as final and authentic. Stations are also asked to submit their public service records and to complete missing parts of incomplete data. Material is to be printed in book form.

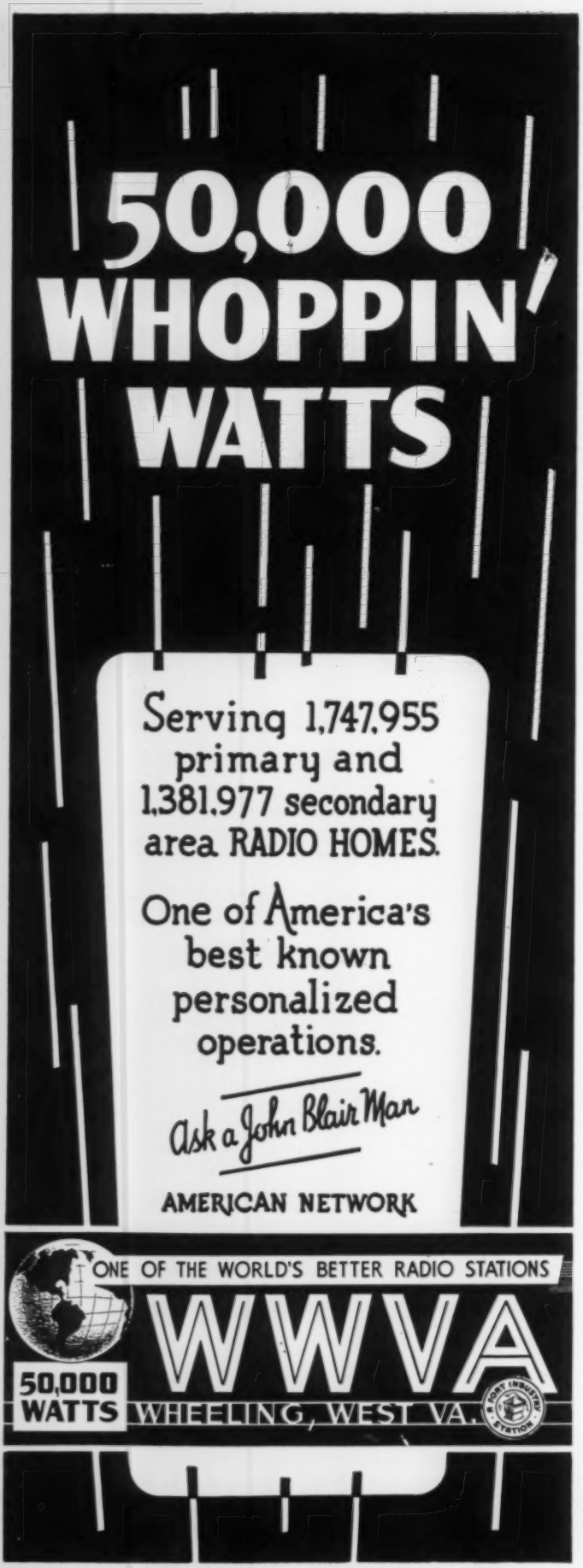
'Human Adventure' May Be Moved to Wednesday

POSSIBILITY that *Human Adventure*, the WGN-U. of Chicago weekly series on scientific discovery, may move to Wednesday, 9-9:30 p.m. CST was seen last week as WGN officials met with faculty members to discuss further plans for the program's future.

Adventure was dropped by Revere Copper & Brass effective Nov. 25, when WGN refused to move it to New York in response to sponsor's demands [BROADCASTING, Nov. 5]. If *Adventure* moves into the Wednesday slot it will replace *The Chicago Story* which WGN introduced a few weeks ago as one of its biggest production numbers. *Chicago Story* will itself be moved but specific time and date has not been decided, according to WGN officials. They said *Adventure* will be carried on Mutual, whether or not it is sponsored.

RCA Net Increases

RADIO CORP. of America and its subsidiaries in the first nine months of 1945 had a net income of $8,204,470 after all charges including taxes, Brig. Gen. David Sarnoff, president, reported last week. The figure was $1,469,800 more than the net for the corresponding period a year ago. After preferred dividend payments, earnings applicable to the common stock for this year's period were 42 cents a share, compared with 31.5 cents for the 1944 period. Gross income totaled $222,002,801, a decrease of $17,933,916 from last year. Provision for federal income taxes totaled $16,592,400, a decrease of $5,153,100.



On the Service Front

AM and FM, Direction-Finding Units Used in Weather 'Sleuth'

A MECHNICAL "weather sleuth" using radio waves to determine the weather aloft, was described in a release from Farnsworth Television & Radio Corp. last week. Developed by the U. S. Army Signal Corps in conjunction with engineers of Farnsworth, and used in the war, the SCR-658 equipment is now being considered by the U. S. Weather Bureau for meteorological observations.

The air transportable meteorological radio direction finder is designed to operate as part of a system to measure the direction and velocity of the wind aloft, when used with an audio modulated radiosonde, a small radio transmitter sent up with the balloon, the system furnished data on humidity, temperature, and pressure at altitudes up to 60,000 feet above ground. With direction finding equipment at the ground receiving station, the course of the radiosonde balloon can be followed constantly. Both FM and AM are employed in recording weather conditions.

* * *

Back in Saddle

MARTIN RYERSON SMITH, former radio news editor of AFN, has been released from the Army as T/Sgt. He has written for radio under the name Martin Ryerson. His first play since his release was broadcast on *First Nighter* Nov. 10 on CBS.

* * *

Current Tricks

OPERATING a radio station on municipal electricity that is turned on and off at unstated intervals has failed to daunt AFN's technicians in Paris. S/Sgt. Fred Nives, New York, T/5 Ken Adams, Decatur, Ill., and Pfc. Douglas White, Washington, D. C., dovetailed a PE-95 generator in the municipal current system, which is turned off unpredictably to conserve electricity, so that generator starts the second the city electricity goes off. Invention makes possible whole AFN-continental network, which is fed by AFN Paris.

* * *

Dampened Rose

CURRENT issue of *Collier's Magazine* contains an article entitled "The Plucking of the Rose", by Sgt. Jack Sher, describing the programs of three GI's in AFRS in the Pacific who succeeded in dampening the propaganda of Tokyo Rose.

* * *

AFN to Add Italy

AFN will add Italy to its continental network Dec. 1 when it takes over operation of stations formerly run by American Expeditionary Stations of AFRS. Operations officer for Italy will be Lt. Fred Hayward, former station manager at Naples. AFN now covers British Isles, France and Germany.

* * *

London to States

CAPT. JACK LONDON, one of AFN's charter members, is on his way back to stateside duty with AFRS. Before leaving overseas, he was awarded the Bronze Star for "great judgment, zeal and knowledge in coordinating installations of mobile radio stations with the Armies, bringing under control a group of technically and administratively complicated independent radio stations spread over a vast distance in an active theater of war."

* * *

Binkin Gets BEM

T/SGT. SYL BINKIN, program manager of AFN Paris, has been awarded the British Empire Medal in recognition of his contributions to the success of AEF programs of which he was production manager. He was formerly program manager for WEW St. Louis.

* * *

L. A. Office Closes

WITH release from service of Maj. Robert Pollack, chief of War Dept. West Coast office, Radio Branch, Bureau of Public Relations, that division was de-activated in early November. Offices have been taken over by Special Information Section, Headquarters Army Ground Forces. Lt. Col. David Flournoy, one-time continuity editor of KMOX St. Louis, heads set-up as chief of Los Angeles office. Sgt. Paul Pierce is his aide.

* * *

Allen Back to WTOP

REGINALD ALLEN has been released from the Army as S/Sgt., and has returned to the announcing staff of WTOP, Washington CBS station. While in the Army he was with AFRS as announcer at the Kwajalein station, and program director of Eniwetok outlet. He was with WTOP, WDNC Durham, WBT Charlotte prior to service.

* * *

Stoner Gets DSM

MAJ. GEN. FRANK E. STONER, chief of Army Communications, was awarded the Distinguished Service Medal for "extraordinary leadership" in directing the "greatest worldwide communications system ever known". Maj. Gen. Harry C. Ingles, chief Signal Officer, made the presentation Oct. 31. "In a war which demanded more from communications than ever before," the citation read in part, "Gen. Stoner played an important part by overcoming all obstacles in establishing a network which met every military necessity, displaying throughout his labors great vigor, unusual foresight and courageous pioneering."

KOIL SENDS

Thanks to THE Breakfast CLUB

THANKS FOR A SWELL SHOW . . .

. . . to every member of the Breakfast Club staff. You really packed 'em in at Omaha's PARAMOUNT THEATRE. Thanks—Fran Allison, Marian Mann, Jack Owens, Sam Colling, Eddie Ballantine, Cliff Peterson, Jim Bennett—and everyone else in the show.

Yes—thanks to Don McNeill and his gang of Breakfast Clubbers for coming to Omaha to originate their show on KOIL, November 1.

This was the big kick-off for KOIL's change to the American Network—and the Breakfast Club show was part of the big promotion campaign to let Omaha listeners know about it.

KOIL now brings brand new entertainment to Omaha—which means greater, more responsive audiences for KOIL advertisers. For top-results cash in on the Omaha market with KOIL and the AMERICAN NETWORK.

5000 WATTS **KOIL** 1290 KILOCYCLES

Basic AMERICAN BROADCASTING CO. . . . in Omaha

'44 Canadian Radio Ads Approach $7,310,000

CANADIAN advertisers spent on radio advertising approximately $7,310,000 or 20.4% of $36,518,-296 spent on advertising in Canada through advertising agencies in 1944, according to a report issued by the government's Dominion Bureau of Statistics, Ottawa.

Eleven Canadian advertising agencies had billings of a million dollars and over, and accounted for 65.6% of all the business placed. Eleven agencies had billings between $500,000 and $999,999; 14 agencies had billings from $100,000 to $499,999 and 5 agencies had billings below $100,000. Gross revenues received by Canadian advertising agencies in 1944 totaled $5,-949,499, or 16.1% of total billings.

This was the first survey made by the Dominion Bureau of Statistics since 1941, when gross billings amounted to $29,224,400.

NINE war veterans are members of staff of CKRM Regina, Sask. Standing (l to r), Bill Walker, announcer; Harry Curtis, writer-announcer; Tom Hill, announcer; Bob Thompson, announcer; Syd Jacklin, announcer. Seated, Ren Graham, salesman; Grant Carson, promotion manager; Jack Hill, program supervisor; Bob Hill, announcer. The Hills are brothers.

CHUM Operations Started in Toronto

CANADA'S first dawn to dusk and first postwar station, CHUM, opened at Toronto Oct. 28 at 7 a.m. after nearly a year's delay. Equipment for the station was ready to leave the Montreal factory of Northern Electric Co. when the freeze order came through. Station operates with 1 kw on 1050 kc.

Al Leary, veteran Canadian broadcaster and sportscaster, formerly with CKCL Toronto, is general manager and commercial manager as well as partner in the station.

Formal opening was 1. p.m. Oct. 28 with Mayor R. Saunders, President R. T. Fulford of CHUM, and H. B. Chase, chairman of the Canadian Broadcasting Corp., taking part. Popularity of Al Leary with Canadian broadcasters was attested in a salute on the opening ceremonies by stations of the Western Assn. of Broadcasters from Vancouver to the head of the Great Lakes. A description of equipment was aired by Brian Hodgkinson, formerly of CKY Winnipeg, first Canadian broadcaster to be made a prisoner of war after being shot down in an RCAF raid on Germany.

Staff of CHUM includes Jack Part, secretary-treasurer, formerly of Mason's United Adv. Agency, Toronto; A. Boisvert, formerly of CKAC Montreal, chief engineer; J. R. Melitzer, transmitter chief; M. R. Engels, studio engineer, production staff; Wm. H. Arlowe, formerly of CJKL Kirkland Lake; Paul Douglas, formerly of CKOL Hamilton; Dick McDougall, formerly of CFRB and CKCL Toronto; R. Dickinson, formerly of CKNB Campbellton, N. B.; Fred Wilson, news bureau; Tom Stauffer, formerly of WJR Detroit, WFDF Flint, WBCM Bay City, and Ken MacLaren, formerly of CBC commercial traffic division, on sales staff.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE
AMERICAN
MUTUAL

5000 WATTS
980 K.C.

NASHVILLE
Tops in Tennessee
for *POSTWAR
BUSINESS
★ Radio Daily Survey

Let's Look at the Record

Nashville is one of only sixteen cities on Radio Daily's list of American cities with an A-1 rating for postwar business possibilities . . . Nashville's gain in population and per capita income since 1941 was above Tennessee's average and the national average as well. Important, too, is the fact that retail sales in Nashville jumped 10.4 per cent in 1944 as compared to the retail sales of the previous year . . . reaching an all-time high.

In this rich, Middle-Tennessee market—with over a million potential buyers for your product—WSIX offers a big, attentive audience guaranteed by top-notch programs on both AMERICAN and MUTUAL networks . . . and a wide coverage . . . It will pay you to include Nashville and WSIX in your plans.

Represented Nationally by
THE KATZ AGENCY, INC.

Bruce Alston

BRUCE ALSTON, 19, died Nov. 1 of injuries received when he fell 60 feet from the tower of CKWS Kingston, Ont., the day before. Mr. Alston had been with CKWS for about nine months as a transmitter engineer. He joined the station after service with the Ontario forestry service.

CBC Study Urged

IMMEDIATE ESTABLISHMENT of a Parliamentary Committee to study the government's Canadian Broadcasting Corp. was urged in Parliament at Ottawa early in November by Gordon Graydon, Progressive-Conservative member for Peel, who has been a member of previous Parliamentary Committees on Broadcasting.

GET CUTTIN'!!!

Contact between ax and turkey is common this time of year. And we're really cutting here at WGN, too. Last Chicago Hooperatings on *all* the local daily newscasts give WGN top billing (5.6) as well as three out of the first six ratings.

We also carved a nice section on Saturday night when "The Chicago Theater of the Air," a WGN origination, beat everything across the board with a 6.8 for its full hour from 9:00 to 10:00.

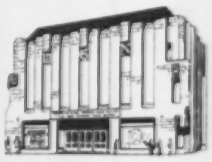
And "Crime Files of Flamond" cut quite a niche for itself on Tuesday evenings, too . . . it not only was second in all mystery shows (network and local) in town, but also led *all* Chicago-produced radio shows with a 9.6.

In a further demonstration of versatility our June Baker program, at 10:15 each weekday morning, sliced off a neat 2.3 . . . unbeaten by any other Home Management show in town.

A Clear Channel Station . . . . . Serving the Middle West

WGN

CHICAGO 11 ILLINOIS
50,000 Watts
720 Kilocycles



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

'My Brother's Blood'

NEW half-hour dramatic series, designed to promote constructive action on racial and other national questions, starts on CBS western stations Dec. 2, Sunday, 10-10:30 a.m. (PST). Taking title from a Genesis quotation, *My Brother's Blood* will replace regular *Church of the Air* series. Presented under auspices of Council of Churches of West Coast, programs will dramatize striking emphasis of minority problems on Pacific Coast, with three-minute closing talks by prominent figures in science, government or industry. Ray Sollars will write and produce the series, with Chet Huntley, CBS western division special events and public relations director, as narrator. Richard Cutting, assistant to Mr. Huntley, is director. Initial broadcast will portray constant change of West Coast racial picture since settling of Southern California by Spanish grandees.

Class B Stations in Chicago Suggest Revisions in BMB Measurement Plan

FOLLOWING a meeting in Chicago with Hugh Feltis, president of BMB, John T. Carey, sales manager of WIND Chicago, representing the seven "Class B stations", informed Mr. Feltis of major changes which the stations wish to see in the BMB measurement plan.

"We feel," Mr. Carey wrote, "that in markets with only four or five stations that your present plan of computing a station's coverage down to 10% should give advertisers and their agencies sufficient data for those markets and towns.

"However, in a market like Chicago, to evaluate on a minimum 10% basis would produce a relative popularity poll rather than a station audience index. The Chicago metropolitan area has 1,190,724 radio homes. This figure has been taken from the NAB Radio Market Data Handbook as published October 1943. Under the present BMB method a Chicago station with less than a 10% station audience index could have many times the number of listeners that another station in a smaller market, with 30 to 40% or even greater station audience index might have, and yet it would not even appear on the Station Audience Index."

Mr. Carey outlined the stand with the following figures:

Metropolitan Area	*Radio Families*
Chicago	1,190,724
Atlanta, Ga.	91,241
Dallas, Texas	92,101
Chicago, Ill.	1,190,724
Dayton, O.	71,994
Portland, Ore.	125,260
Chicago, Ill.	1,190,724
Charlotte, N. C.	22,243
Denver, Colo.	106,156

Station *	%	*Number*
WAAA	9%	107,724
WBBB	25%	22,810
WCCC	30%	27,303
WDDD	6%	71,443
WEEE	20%	14,399
WFFF	15%	18,789
WGGG	3%	35,723
WHHH	50%	11,122
WIII	30%	31,468

* Actual stations but not actual call-letters.

Mr. Carey said the Chicago stations believe the BMB Index of Station audiences in the Chicago metropolitan district must be computed down to 1% to provide the information needed by agencies and advertisers.

"We also believe," he told Feltis, "that those computations should show in the regular BMB Stations Audience Index and not be included in special reports. He said the Chicago stations were "highly gratified" that the original BMB plan of designating coverage by "Primary, Secondary, and Tertiary" had been abandoned in line with their original suggestion.

On the Record-er

USING WIRE recorders, KSL Salt Lake City is presenting the actual voices of news sources instead of their "quotes" in news broadcasts. In one week recently 23 persons were heard on newscasts, including the Governor, Salt Lake's Mayor, and Marine Lt. Gen. Holland M. Smith. Station is also recording speeches and convention proceedings.

Listening Habits

in Philadelphia

Nearly everybody listens to
WDAS BROADCASTS OF NEWS . . . ON THE HOUR • EVERY HOUR

That's why most Philadelphians have formed the habit of dialing 1400 regularly.

With "Listening Habits" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

NAB GROUP SEEKING RIGHTS TO TOURNEY

MEMBERS of the Illinois 9th district NAB will petition the Illinois U Board of Trustees at its meeting late this month for permission to broadcast the annual high school basketball tournament there on a commercial basis.

Les Johnson of WHBF Rock Island, Ill., 9th district director, said district members had been successful in getting permission from the Illinois High School Athletic Association board last October to originate their own broadcasts of the tournament. Prior to this, university station WILL had been the only outlet.

A ruling of the university board prohibits commercial broadcasts from the university with the exception of the football games. Should the university board approve sponsorship of the basketball tourney, final approval must be granted by the high school athletic board, Mr. Johnson said. He added that if commercial broadcasts are permitted, each station will cooperate with the IHSAA and university board on type of sponsorship and "conscientious" self-regulation.

"by far the No. 1 producing station in the United States"

HUBER HOGE AND SONS
ADVERTISING
MERCHANDISING
PUBLICITY

New York City
488 MADISON AVE.-REGENT 7-3500

October 29th, 1945

Mr. G. S. Wasser, Vice Pres.
Radio Station KQV
Pittsburgh, Pennsylvania

Dear Pete:-

I have just been going over the returns for our five-time-a-week sponsorship of Louis Kaufman on K.Q.V.

As you know, we have been offering for William H. Wise & Company, a Pictorial History set on this program. This offer has been made on several hundred radio stations in every city of any size in the country.

You may be interested in knowing that at the moment, KQV is by far the number one producing station in the United States, as far as the cost-per-order is concerned, for Pictorial History. Week after week, the Great Kaufman continues to pull an amazing amount of mail, taking in an average of $2,000 to $2,500 a week of direct, traceable orders. This means that Louis Kaufman and KQV, startling as it may seem, are operating a business for the Wise company, at the rate of $100,000 per year, which, for the city of Pittsburgh, can be considered a good-sized retail boom business by any standards.

It is apparent that this period has by far the highest rated audience in Pittsburgh. It also indicates the tremendous hold that Louis Kaufman has on his listeners. We hope to continue on Louis Kaufman for a long, long time to come.

Very truly yours,
HUBER HOGE & SONS
Cecil C. Hoge

cch/pc

This letter from a KQV advertiser tells the story of KQV's strong public standing more eloquently than we could ourselves.

Louis Kaufman's news period, aired every weekday afternoon at one o'clock over KQV, sets the pace for our afternoon audience. It led the entire Pittsburgh broadcasting field at that spot on the last Hooper report! His is the spearhead show leading off a succession of programs which, altogether during the past year have amassed 58% more of a listening audience in the afternoon for KQV. (Compare Hooperatings, Aug.-Sept.) • There is still some KQV time available in the afternoon . . . reserve it now for the best radio buy in Pittsburgh—cost, coverage and listener value considered.

"PITTSBURGH'S AGGRESSIVE STATION"

KQV

1410 KC—1000 W—BASIC MUTUAL

NATIONAL REPRESENTATIVES, WEED & COMPANY

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

Both a farming and a manufacturing state, North Carolina offers *everything* as a market. In value of manufactured products North Carolina nearly *triples* the average of the nine other Southern states. In cash income to farmers North Carolina nearly *doubles* the Southern average. Aren't those facts worth the consideration of advertisers looking South?

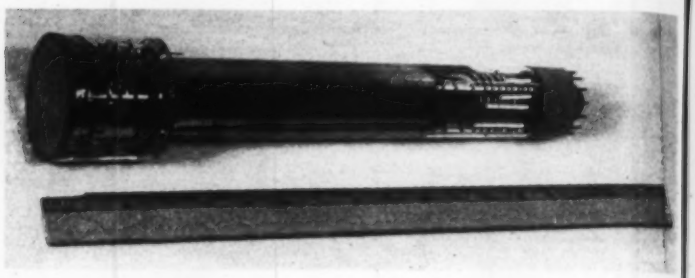
and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

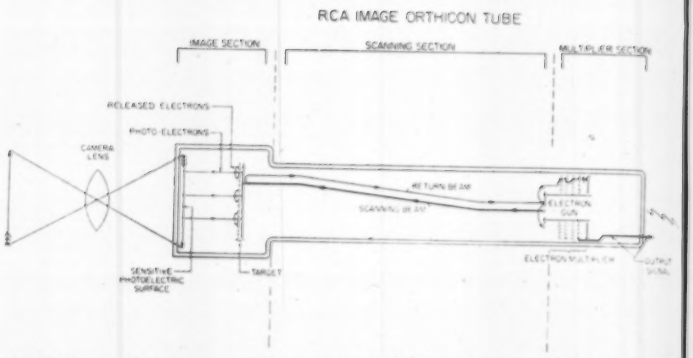
With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

NEW TV TUBE EXPLAINED





WORKING of the new RCA Image Orthicon (top), which is capable of picking up scenes not only by candlelight but in apparent darkness, is explained in the simplified functional drawing of the tube (bottom). Said to be a hundred times as sensitive as conventional television pickup tubes, the Image Orthicon was demonstrated by RCA last month [BROADCASTING, Oct. 29]. The drawing shows how tube's response to the light of a single candle or a match, or even unseen infra-red lights, is built up to provide a signal which can reproduce images on home receiver screens. A light image from the subject (arrow at extreme left) is picked up by the lens and focused on the light-sensitive face of the tube, releasing electrons from each of thousands of tiny cells in proportion to the intensity of the light striking it. These electrons are directed on parallel courses from the back of the tube-face to the target, from which each striking electron liberates several more, leaving a pattern of proportionate positive charges on the front of the target. When the back of the target is scanned by the beam from the electron gun in the base of the tube, enough electrons are deposited at each point to neutralize the positive charges; the rest of the beam returns, as indicated, to a series of "electron multiplier" stages or dynodes surrounding the electron gun. After the returning "signal" beam has been multiplied many times, the signal is carried out of the tube to the video broadcast transmitter.

NBC Uses New TV Tube In Coverage of Election

USING ITS NEW image orthicon tube, NBC television highlighted its coverage of New York election night, Nov. 6, with a pick-up from the headquarters of Brig. Gen. William O'Dwyer, who was elected mayor of New York on the Democratic-American Labor Party ticket.

Special camera was installed at Hotel Commodore for direct pick-up from O'Dwyer's headquarters. NBC's television coverage also included chats and other methods which provided viewers a quick resume of candidates' standing throughout election night.

Sees Easy TV Sales

TELEVISION will enjoy the least sales resistance of all the postwar commodities, Will Baltin, secretary-treasurer of Television Broadcasters Assn., told the "Civiceers", business and civic organization of Newark, at a recent dinner meeting. "It might even be correct to say that sales resistance is likely to be non-existent," Mr. Baltin said, "since no household item including refrigerators, washing machines, vacuum cleaners, etc.—has aroused the curiosity and 'purchase temptation' of the average person more than this miracle invention of the century."

Stars on WBKB Show

MEMBERS of Chicago AFRA were starred Nov. 6 in a special television program on WBKB Chicago. Cast, including top names in Chicago radio, presented *A Day At the Radio*, satirizing soap operas, news commentators, recorded programs and commercials. Script was written by Bill Vance. Program marked first time in history of WBKB that so many top radio artists appeared on one television show.

L. F. Kimball, National President of the U.S.O., signs his "Remember Our Men" pledge card and presents it to Arden X. Pangborn, manager of Station KGW.

KGW's Robert Zimmerman is shown here directing the Portland Civic Chorus at a recent Western States Victory Bond rally—the first public appearance of the organization . . . another KGW FIRST!

First in Peace

With the "Remember Our Men" campaign Station KGW has taken the lead in initiating a nation-wide movement to provide entertainment for hospitalized veterans, now that the war is over.

President Kimball favors this campaign to bring top-flight entertainment to veterans still receiving treatment, because "the war's end may bring a shelved and forgotten feeling to men and women who face a period of hospitalization." Many prominent radio and screen artists have pledged their support and active participation and many additional signatures are being received.

FREE PLEDGE CARDS are still available to organizations interested in furthering this post-war entertainment campaign for wounded veterans.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

KANSAS CITY HOOPER INDEX July-Aug. '45	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A.M. MON. THRU FRI. 8 A.M.—12 Noon	21.0	26.5	24.5	11.1	10.4	4.8
WEEKDAYS P.M. MON. THRU FRI. 12 Noon—6 P.M.	17.8	25.3	29.4	15.3	9.0	1.7
SUNDAY AFTERNOON 12 Noon—6 P.M.	18.6	34.3	23.3	11.4	9.0	2.9
SATURDAY DAYTIME 8 A.M.—6 P.M.	21.9	33.1	20.8	15.8	6.0	1.4

. . . and here are MORE of the National Advertisers who use WHB

(Listing continued from last month)

MEDICAL (Continued)
Fourway Cold Tablets
Groves Cold Tablets
Gold Medal Capsules
Lydia Pinkham's
Mendaco
Mexsana
Mistol
Musterole
NR - Tums
Penetro Nose Drops
Pepsodent
Pfunders Tablets
Nixoderm
Rem and Rel
Semler Products
Syrup of Pepsin
Sloan's Liniment
St. Joseph Aspirin
Fertussin
8 in One Cold Tablets
666 Cold Tablets

MEN'S AND BOY'S CLOTHING
Douglas Shoes
Faultless Starch
Lifebuoy
Rinso
Swan Soap
Super Suds
Vel
Spic & Span
Perfex
Rockwell's Roach Rid
Larvex
Tintex

SOFT DRINKS
Coca-Cola

TEXTILES
Textron

TOBACCO
American Tobacco
Pall Mall
Rum & Maple
White Owl

TOILET REQUISITES
Bonne Bell, Inc.
E. Fougera Products
Brylcreem
Campana
Barbasol
Hinds Honey and Almond Cream
Palmolive Shaving Cream
Dentu-Grip
Pepsodent

TRANSPORTATION
C. & O. Railroad
T.W.A.
Union Pacific

WINES & LIQUORS
Dubonnet Wine
Petri Wine
Virginia Dare Wine
Swiss Colony Wine

WOMEN'S WEAR
Formfit
Gotham Silk Hosiery
Swank Slips

RELIGIOUS
Unity School Christianity

MISCELLANEOUS
Associated Laundries
Forum Cafeterias
Hercules Powder Plant
Index Employment Service
"Jitterbug"
Lake City Ordnance
Rockmont Envelope
War Battery Company
Western Auto Stores

PAINTS-VARNISHES
Cook Paint & Varnish Co.
Acme Paints
Wesco Water Paints

PUBLISHERS
Collier's
Coronet
King Features Syndicate
Pageant
Saturday Evening Post
True Story
Seventeen

RADIOS
Emerson Radio

SOAPS-CLEANSERS
Colgate-Palmolive-Peet

MUSIC AND ENTERTAINMENT
Columbia Pictures
Loew's MGM
Natl. Tennis Championship
Paramount Pictures
Ice Follies
Republic Pictures
20th Century-Fox
United Artists
Universal Pictures

For WHB Availabilities, 'phone DON DAVIS at any ADAM YOUNG office:

New York City, 18	11 West 42nd St.	LOngacre 3-1926
Chicago, 2	55 East Washington St.	ANdover 3448
San Francisco, 4	627 Mills Building	SUtter 1393
Los Angeles, 13	448 South Hill St.	Michigan 0921
Kansas City, 6	Scarritt Building	HArrison 1161

WHB KANSAS CITY "This is Mutual" 1000 WATTS-540 KC

You'll like doing business with WHB—the station with "agency point-of-view"... where every advertiser is a *client* who must get his money's worth in *results*. Swing along with the *happy* medium in the Kansas City area!

KEY STATION for the KANSAS STATE NETWORK

Loran Seen as Peacetime Air, Sea Navigation Aid

LORAN (long range aid to navigation) will be as useful in peace as it was in war, according to Dorman Israel, vice-president in charge of engineering of Emerson Radio & Phonograph Corp. The company pioneered in wartime Loran development and manufacture and is now planning to make it for peacetime use of airlines, steamship lines and private fliers.

Pairs of radio stations, operating at ultrahigh frequencies and each pair transmitting pulses at a different rate, would be located around the world, so the navigator could pick up the pulse with his Loran equipment, which would identify it, and then by reference to his Loran map, plotted on the basis of time differences rather than conventional longitude and latitude, could determine his position on the signal's curve.

A second reading on another pair of stations would give the navigator a second surve, the point where the two curves intersect being his location. Accuracy of the system is said to exceed that of celestial navigation and to be virtually independent of weather.

NEW HEADQUARTERS FOR MID SOUTH NET

CONSTRUCTION of an addition to Gilmer Hotel, Columbus, Miss., which will house headquarters of the Mid South Network, was reported last week to be under way.

New offices, recording and news studios, and new control rooms will be provided. Additional equipment ordered for the control rooms includes two professional RCA Type 73-B recorders, new turntables, and consoles, custom-built master control board and new switch panels.

Mid South Network is owned by Maj. Birney Imes Jr., who has returned from service in the Army Air Forces and will have offices in the new addition. Bob McRaney is general manager. The network is composed of the following Mississippi stations: WCBI Columbus; WELO Tupelo; WROX Clarkesdale; WMOX Meridian. It has four FM applications pending before the FCC.

Entire headquarters studios and offices will be air-conditioned and special equipment will be installed to eliminate noise and provide high-fidelity sound for FM.

Ad Group Meets

ANNUAL meeting of Southwestern Assn. of Advertising Agencies was held Nov. 9-10 at Baker Hotel, Dallas, Tex. Management and sales representatives of local stations and newspapers were feted at a cocktail party and dinner tendered by the Dallas office of The Branham Co., radio and newspaper representative firm.

NELSON CASE JOINS HALLICRAFTERS CO.

NELSON P. CASE, holder of approximately 30 patents on radio receiver circuits, has joined Hallicrafters Co., Chicago, as chief engineer of the receiver division. President William J. Halligan said Mr. Case's activities will include work with the firm's Echophone line of home radios.

Mr. Case

Mr. Case has been director of engineering design and development of Hamilton Radio Corp., New York, for the last two years. For 13 years beginning in 1930 he was with Hazeltine Electronics Corp. in various capacities, including direction of its New York license laboratory.

He is vice-chairman of the committee on broadcast and short-wave home receivers of the Radio Manufacturers Assn.'s engineering department. He is on the executive committee of the RMA engineering department's receiver section; RMA committee on television receivers; RMA systems committee, and the committee on v-h-f receivers. He is a member of Panel 6—Television Panel—of Radio Technical Planning Board; a senior member of Institute of Radio Engineers, and a fellow of Radio Club of America.

Mr. Case was graduated from Stanford U. in 1924 with an AB degree in physics and in 1926 with an EE degree. He became assistant physicist of Bureau of Standards, Washington, in 1928 and research physicist in the U. of Michigan's department of engineering research in 1929.

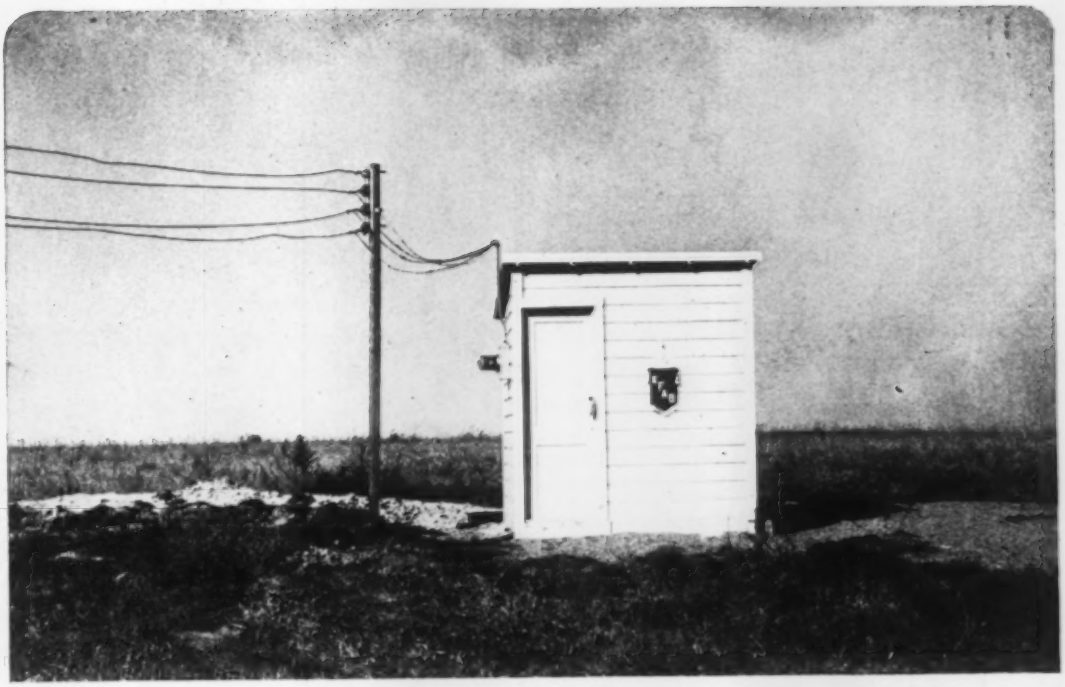
Crosley Corp. Reports $1,380,902 Net Profits

CROSLEY Corp., Cincinnati, on Nov. 1 reported net profits of $1,380,902 or $2.53 per share for nine months ending Sept. 30 after providing $756,000 for contingencies to cover any liability in war contract renegotiations.

Net sales were $66,494,348, compared to $72,667,120 in first nine months of 1944, which was the company's record year. Balance sheet as of Sept. 30 listed current assets of $27,710,464 and current liabilities of $16,178,823. A year ago these items were $31,050,766 and $23,627,591. Control of Crosley Corp. was acquired several months ago by Aviation Corp.

K. C. Orchestra Signs

KANSAS CITY PHILHARMONIC, directed by Efrem Krutz, is being sponsored Thursdays for 20 weeks by Aireon Corp., manufacturers of electronic equipment, on KMBC Kansas City.



Birthplace of a Giant!

A Colossus has just been born here...a giant whose mighty empire will reach out over untold thousands of square miles in the Middle West. This giant...KFAB's new 50,000 watt transmitter...will be located on the above site, just a few miles southwest of Omaha.

Main studios are to be in Omaha. Present Lincoln studios will be geared to handle the ever-bulging farm activities that center around Nebraska's capital city.

In this manner KFAB will extend its services to additional thousands of listeners to bring you a complete metropolitan and rural coverage. More than ever...you will want to buy KFAB *ALONE* to get results in this rich market.

LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY

KANSAS CITY
IS A
K
O
Z
Y
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

Petrillo Stand on Dual Music Slows Output of Sets With FM

PRODUCTION of receiving sets with an FM band has been set back weeks, perhaps months, by the Petrillo edict requiring duplicate musical staffs for FM stations using AM broadcasts, it was learned last week in manufacturing circles.

Already crippled by shortage of components and cabinets due to OPA pricing difficulties, set makers are concentrating on fast-production AM lines for the quick consumer market. Fighting to produce a quarter to a tenth of the 3,500,000 pre-Christmas sets originally predicted by WPB, they are unable to contend with the practical difficulties involved in engineering FM into a high output.

Set producers argue they can make only what the public is ready to buy. Taking this practical approach, they promise that when there is plenty of FM in the air they will have plenty of FM receivers for the public. The Petrillo edict, they fear, will hold back the arrival of large numbers of FM broadcast stations. In turn, the demand for FM bands in receiving sets will be deferred.

As realists, they are working furiously to meet a huge pent-up demand for AM receivers. Instead of reconverting easily from war to peace production they are wrestling with supply problems that have wrecked schedules. They will be lucky to get a half-million sets ready for a market that would absorb several times that volume. Most of those sets will have only an AM band.

FM by Spring

Since they don't see much of a sales argument today for FM sets, the factories in general are figuring on inclusion of the upper FM band by spring, provided enough stations are likely to take the air by that time. Thus they can take special production problems created by the new band in their stride, and in the meantime they can pave the way by joining educational campaigns to acquaint the public with FM and its merits.

Still in short supply are variable condensers and speakers, though the speaker situation has eased a little in the last few days. Cabinet shortage is most severe in console types but plastic types for small sets are somewhat short.

Parts manufacturers in turn are suffering from shortages of steel, aluminum for containers and wire. Labor and wage disputes are another factor holding up set production.

Before getting new models into the stores several manufacturers must produce a total of some 300,000 "morale" sets and components for the military. WPB officials have informed Radio Manufacturers Assn. that these sets are still on order for the Signal Corps, Navy and Army Air Forces. They carry a priority. WPB's recent exemption of receivers, phonographs and combinations from inventory restrictions is expected to ease distribution problems to some extent.

Innovations in radio receivers are found in new lines just being introduced by several manufacturers, though appearance of sets on dealers' floors has been delayed by reconversion problems.

Original line of Westinghouse Electric Corp., now coming out of its plant at Sunbury, Pa., includes nine models—four table and five console. Featuring the line is a radio-phonograph combination called the Duo, automatic record changer with radio receiver in a separate slideout unit.

Top-price console is a 14-tube receiver with phonograph, standard and shortwave bands, and FM. Television will be added to the line early next year, according to Harold B. Donley, Home Radio Division manager. Plenti-Power circuit is said to double output of prewar sets with same number of tubes. Price range, $25 to $350.

Seven by Bendix

Bendix Radio Division of Bendix Aviation Corp. offers seven chassis in 16 cabinets, ranging from about $19.95 up. Phonograph combinations have a Swing-a-Door record changer with automatic shutoff, along with single button control. Production of plastic table sets has been under way for some time, according to L. C. Truesdell, Bendix Radio Division general sales manager of radio and television. Wood table models will appear in November.

Bendix is expected to include magnetic wire sound recorders in its home receivers as well as several other fields of application, besides including wire recording in home receivers. A pocket model wire recorder is planned. License has been granted by Wire Recorder Development Corp., subsidiary of Armour Research Foundation.

Raytheon Mfg. Co. has announced a five-tube superheterodyne pocket receiver weighing 10 ounces, including batteries. It is designed to fit pocket or purse and reception is said to be comparable to usual five-tube receivers. Prices start at $30 and the line is expected to be in shops before Christmas. Belmont Radio Corp., Raytheon subsidiary, is manufacturer. Subminiature Raytheon tubes are used.

The five tubes in the pocket radio together weigh about a half-ounce and occupy less than a cubic inch total volume, being about a fourth the size of those used in the handie-talkie, or about the thickness of an oval cigarette. They use less than ⅛ w and require a 22½ v B battery.

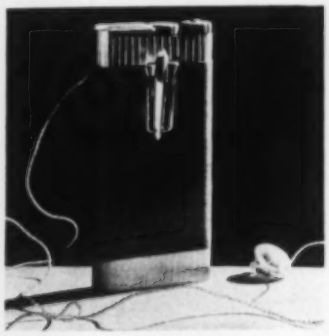
Crosley Corp. is concentrating on five-tube table model and six-

(*Continued on page 58*)

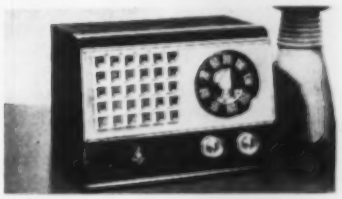
FIRST OFF THE LINE—NEW RADIO MODELS

RADIO of the future is way Hallicrafters describes novel outfit, designed to do everything in the house except cook and sit up with the baby and put out the cat.

THIS Bendix AC-DC table set has a recess in the top rear so it can be carried with ease. Bendix will have complete line of receiver models on the market.

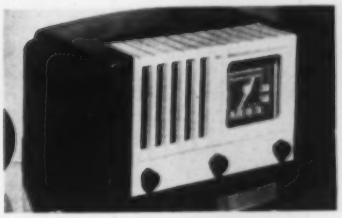


BELMONT makes this tiny set with five Raytheon tubes. It is ideally adapted for use in pocket or purse.



EMERSON line marked by this table model of novel design and a lightweight pocket receiver. Introductory models also include portable and phonograph combination.

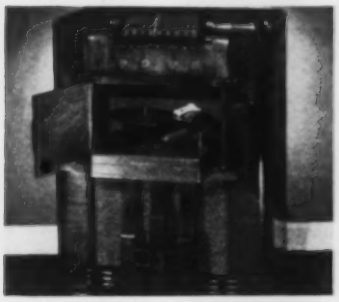
WESTINGHOUSE line features phono combination in which the radio may be removed at will to use as independent receiver.



FOR first time Stromberg-Carlson is making small receivers. Comes in brown or brown-ivory.

GE's first peacetime radio interests Paul Chamberlain (r), sales manager of GE receivers, and E. P. Toal, of set division. Many other models are being announced.

OFF LINE comes first RCA postwar set, presented to Frank M. Folson (l), RCA Victor head, by J. A. Milling (r), mfg. dir., and Joseph B. Elliott, gen. mgr. of home instrument division. Company promises complete line of receivers.



BIG console model, with automatic record changer, is made by Admiral Corp., Chicago. It has seven tubes and three broadcast bands. Phono section slides out when doors are opened.

CROSLEY table model includes two bands, broadcasting and an overseas dial, tuning 6-15 mc. The line being offered includes many in console cabinets along with other table models.

CHAIRSIDE model made by Electronic Corp. of America also has phono compartment which slides out. Record changer handles 12 10-inch or 10 12-inch records, with album storage space in rear of cabinet. Provision is made for convenient servicing through top of set, entire chassis being exposed. Noiseless performance is claimed.

The

★ **WLAP**

PRIMARY AREA

is the

BLUEGRASS

All of the Bluegrass is in Kentucky but all of Kentucky is not in the Bluegrass.

Population and Radio Homes
In the WLAP Primary Coverage Area

POPULATION-1940 CENSUS
WLAP Coverage
.5 Mv/m
235,638

RADIO HOMES-1944 *
WLAP Coverage
.5 Mv/m
47,005
* NAB Projection

WRITE TODAY FOR NEW WLAP FIELD INTENSITY MAP GIVING COMPLETE COVERAGE FIGURES AND OTHER FACTUAL DATA.

Only WLAP fully and exclusively serves the Bluegrass

The Nunn Stations

WLAP *Lexington, Kentucky*
WBIR *Knoxville, Tennessee*
WCMI *Huntington, W. Va.* / *Ashland, Kentucky*
KFDA *Amarillo, Texas*

—Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

★ ***Lexington, Kentucky***

NEW studio building of Don Lee in Hollywood, to be started early next year, has poly-cylindrical lines. Building is to be completed by September at total cost of $1,250,000.

Wrigley Co. Lauds Activities of WAC

Firm Replaces 'First Line' Series with 'Adventure'

Ending a series of public service broadcasts which began Jan. 1, 1942, the Wm. Wrigley Jr. Co., Chicago, sponsor of *The First Line* on CBS, paid tribute Nov. 1 to the War Advertising Council, with which the sponsor has worked closely in publicizing government war bond drives and other campaigns.

While many of the needs of wartime advertising are gone, Wrigley said its new program, *Adventure*, which replaced *First Line* Nov. 8, will continue to carry messages as requested by the Advertising Council, revised version of WAC. *Adventure* will concern itself with entertainment only, rather than dramatization of war news and personalities as featured on *First Line*.

Following Victory Bond appeal by Secretary of the Treasury Vinson, who spoke from New York on the first quarter-hour of final program, *First Line* returned to Chicago for its salute to WAC. Speaking for the sponsor, the narrator praised American business for its desire to devote all facilities to help win the war. WAC, Wrigley pointed out, served successfully as contact between public and government.

"The public accepted this information it received through the advertising media of radio because so much of it was broadcast on programs familiar to millions and under the sponsorship of advertisers that over the years had become friends of yours," Wrigley added.

Adventure dramatizes the story of two ex-Navy pilots who attempt to start a cargo transport line. Each episode will be complete, according to Arthur Meyerhoff & Co., Chicago, sponsor's agency.

SUGGESTION that a ten-cent admission charge be made for all radio studio audiences during December and January, with proceeds going to the March of Dimes for the benefit of the National Foundation of Infantile paralysis, has been made by George Lewis, press director of WHN New York.

DON LEE STUDIOS PLANS COMPLETED

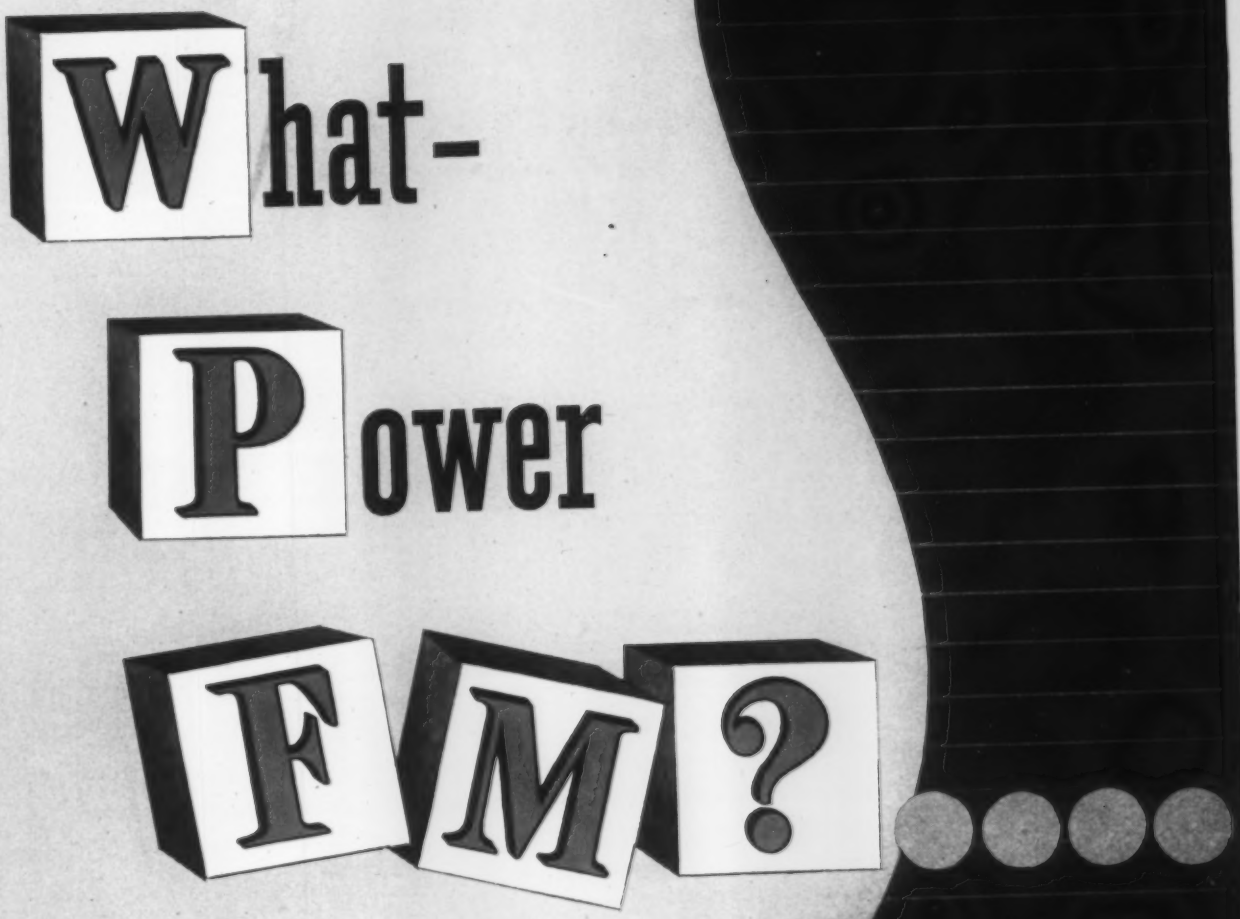
GROUND-BREAKING ceremonies for Don Lee Broadcasting System's new $1,250,000 Hollywood studios will be held shortly after first of the year, with structure to be completed in late September.

Willet H. Brown, vice-president and assistant general manager, who handled negotiations for purchase of site on Vine St. between Homewood and Fountain as well as an adjacent 55' by 300' strip, is responsible for acoustical and engineering innovations to be incorporated. Modified poly-cylindrical array type of construction is to be used in the studio acoustical treatment. Frank M. Kennedy, network chief engineer, is in charge of radio equipment installations and assisted Mr. Brown in preparing studio design.

Antennas for television sight and sound, and for FM will be housed in building's 150-foot tower. These antennas will beam to Mt. Lee, overlooking Hollywood, and Mt. Wilson, in back of Pasadena, Cal., transmitters which will be completed concurrent with studio structure. Ground floor will include four theatre studios seating 350 persons each in addition to four medium and three smaller studios. Each will be a separate structure isolated from the building and all outside vibrations. Second floor will house general offices. Executive offices will be on third floor.

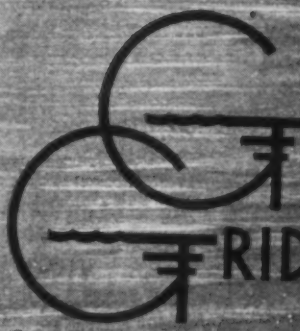
CAB Directors Meet

DISCUSSION of a brief to be presented to the Canadian Broadcasting Corp. board of governors will be main topic at a meeting of the board of directors of the Canadian Association of Broadcasters at Toronto on Nov. 22 and 23. The board session will follow a meeting of the CAB board with Dr. Augustin Frigon, CBC general manager, at Ottawa, on FM plans on Nov. 20. The CBC board of governors meets with its new full-time chairman, Dave Dunton, at Ottawa on Nov. 27-29, and the CAB expects to meet with the CBC board on Nov. 30.


What-
Power
FM?....

perhaps you do not know at this time what power transmitter you will ultimately need.

this need not worry you because with RCA

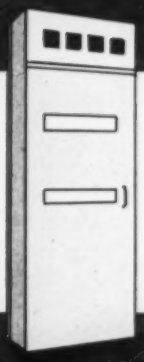


... you can easily

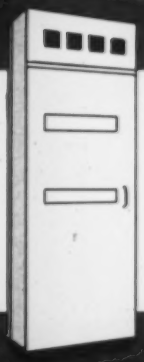
Add An Amplifier

and... with the new RCA FM Transmitter there is no handicap in doing so... for an increase in power does not make any of the original equipment obsolete.

250-Watt Transmitter



1-KW Amplifier



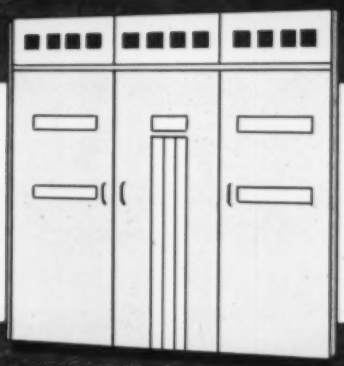
= 1 KW

1-KW Transmitter

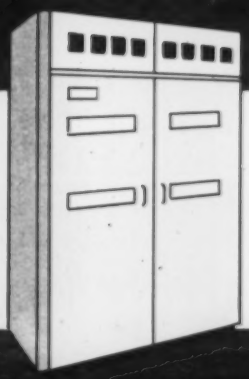
3-KW Amplifier

= 3 KW

3-KW Transmitter

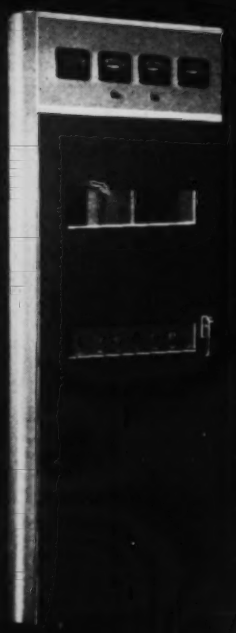


10-KW Amplifier



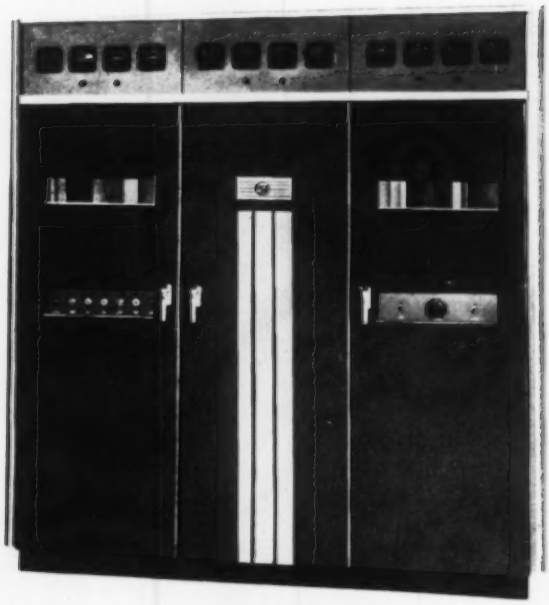
= 10 KW

... See the following page for photographs of these new-design transmitters



The new RCA 250-Watt
FM Transmitter—
Type BTF-250

The new RCA 1-Kw
FM Transmitter—
Type BTF-1



The new RCA 3-Kw
FM Transmitter—
Type BTF-3

MAIL THIS COUPON
for details about this
Important New RCA
Line of FM Transmitters
with the *GROUNDED GRID!*

Broadcast Equipment Section
RCA, Camden, N. J.

Please send me full information about your new RCA FM Transmitters with the new *Grounded Grid*.

Name .....
Title .....
Company .....
Street Address .....
City and State .....

97-6126-17x

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

U. S. Stations Employ 6,628 Technicians, Survey Shows

BROADCAST stations in the United States employ a total of 6,628 technicians, according to a survey conducted by the NAB on behalf of its Small Market Stations Committee and presented to that committee's Oct. 25-26 meeting in Washington [BROADCASTING, Oct. 29]. It is the first technical employment study in three years.

Over a thousand additional technicians would be employed by stations were conditions normal, the survey shows. Offsetting this employment potential—in which construction, equipment and allocation angles enter—is the fact that stations are holding 1,416 jobs for technicians now on leave in the armed forces.

Of this number 422 jobs are being held by local stations, 594 by regionals and 400 by clear-channel outlets. Small-market stations (those under 5,000 w and in communities of less than 50,000 population) are holding 360 jobs for personnel now in the armed forces.

General wartime experience of stations with restricted and combination personnel was satisfactory, the NAB survey shows, and the small market group favored relaxation of FCC peacetime requirements for engineers. During the war the requirements were relaxed because of personnel shortage.

Combination men are used by 300 stations, according to the survey. These stations employ 1,132 such combination men and say they need another 380.

Analyzing Service

Analyzing service of restricted operators during the war, 57% of stations found them satisfactory, 11% not satisfactory and 32% didn't use or failed to answer the question. Small market stations reported satisfactory experience in 80% of cases, not satisfactory 9%, didn't use or failed to answer question, 11%.

Looking into the future, the questionnaire results show that 1,988 technicians will be needed for expansion plans such as additional studios, increased recording and public service programs, FM, television, etc. Locals said they would need 838, regionals 796, clears 354.

A 50% return on the 957 questionnaires sent to all stations was received by the NAB, considered an unusual response. This average prevailed for all classes of stations and the NAB felt the actual results received could be doubled. By this method the NAB arrived at the above figures, which cover the entire industry.

The study was conducted by Marshall H. Pengra, chairman, Small Market Stations Committee; Barry T. Rumple, NAB director of research, and Howard S. Frazier, NAB director of engineering.

Table shows actual employment of technicians by all stations:

	1st Class	Restricted 2nd Class	Unlicensed	Total
Small Market				
Local	578	696	98	1372
Regional	188	132	32	352
TOTAL	766	828	130	1724
All Others				
Local	520	192	74	786
Regional	1674	204	352	2230
Clear	1472	92	324	1888
TOTAL	3666	488	750	4904
All Stations				
Local	1098	888	172	2158
Regional	1862	336	384	2582
Clear	1472	92	324	1888
TOTAL	4432	1316	880	6628

Ambition Achieved

LIFETIME ambition was realized this month by Margery Mayer, contralto soloist on American Broadcasting Co.'s *Hymns of All Churches*. A member of the permanent cast of Chicago Civic Opera Co., Miss Mayer has sung only minor roles but needed just 24 hours' notice to take over the leading part in *Carmen* when Gladys Swarthout was unable to appear due to a severe cold.

KQV Claims It Was First To Broadcast to Public

KQV Pittsburgh last week set out to show it was the first station broadcasting to the public.

G. S. Wasser, vice-president and general manager, said KQV's official claim of "On the Air Since 1919" is substantiated by old newspapers, official records, scrapbooks, and evidence submitted by early radio men connected with the station.

KQV, reportedly the second station to receive call letters and commercial license (Jan. 1921), had been owned and operated by Doubleday Hill Electric Co. since 1919, according to spokesmen. They said recorded music was broadcast to the public in 1919 over a 20-watt transmitter.

Mayor Scully of Pittsburgh proclaimed "KQV Week" Nov. 4-10, in connection with the Silver Anniversary of commercial radio.

"in Clover"

IF YOU CHECK WITH C. E. HOOPER YOU'LL FIND THIS*

	WGBR	STATION X	ALL OTHERS
8 A. M. TO 12 NOON	62.2	37.4	0.0
12 NOON TO 6 P. M.	70.7	28.3	1.0
6 P. M. TO 10 P. M.	80.9	16.8	2.3

ALL OF WHICH ADDS UP TO WGBR'S 71.2 OF THE AUDIENCE FROM 8 A. M. THRU 10 P. M.

*MIDSUMMER SURVEY—1945

THROUGH OCTOBER 17TH TOBACCO SALES *GROSSED*

$135,553,704.00

IN NORTH CAROLINA'S "EASTERN BELT"! . . . and with another tobacco-selling month now in full swing . . . with cotton and peanut revenues swelling the total, well. . . .

That 'aint' Hay, Mister—

that's "Clover"

Buy EASTERN CAROLINA'S NO. 1 STATION IN EASTERN CAROLINA'S NO. 1 MARKET TO *Sell* YOUR PRODUCTS WITH GREATEST EFFICIENCY!

Harry G. Bright
General Manager

WGBR

GOLDSBORO, N. C.

The IDEAL Test Market of the South

Affiliate of MBS and the Tobacco Network
Represented Nationally by THE WALKER Company

WJNC Opens This Month With Mutual Affiliation

WJNC Jacksonville, N. C., officials said last week they hoped to begin broadcasting by about mid-November and would be affiliated with Mutual and the N. C. regional Tobacco Network.

Lester L. Gould, manager of Jacksonville Broadcasting Co., said the station would have the full transcription library of Lang-Worth Feature Programs Inc. and leased-wire services of United Press. Monday-Friday operations will extend from 7 a.m. to 11:15 p.m.; Saturday, 7 a.m. to midnight; Sunday, 8 a.m. to 11:15 p.m.

Louis N. Howard is president of Jacksonville Broadcasting Co.

'ABC' Suit Delayed

SUIT between American Broadcasting Co. and Associated Broadcasting Corp. on use of ABC as identification has been postponed in the Federal District Court in Chicago to Dec. 3 because of court's crowded calendar.

Cellophane Fires Not Good Enough For Critical Era of FM Listeners

NOT EVERY station employs a sound-effects man as such but for the benefit of the boys who double-in-brass by creating fires, marching men and contented cows here's the latest dope on how to handle sound effects for FM.

George Kudsk, sound-effecter for WGNB, WGN's FM station in Chicago, has just completed an exhaustive study of the art of FM sound effects and he's even more exhausted than the study.

True Sounds Necessary

For, he says, unlike AM or conventional broadcasting, which has always been able to simulate the Atcheson, Topeka and the Santa Fe by rubbing two pieces of sandpaper together, FM demands that true sounds be produced.

For a demonstration on *The World of Tomorrow*, broadcast each Tuesday over WGNB, Mr. Kudsk arrived 40 minutes early, dragging a toy wagon loaded with paraphernalia. For one broadcast he brought a sink complete with running water, dishes, a vacuum cleaner and a broom; for another an assortment of garden tools, a small staircase (down which he had to fall with an armful of tools), a pistol, blank cartridges, broken glass and a battery—all to illustrate in sound a program on "Safety in the Postwar World." For still another broadcast he produced a small stove, coffee pot, egg, frying pan and cutlery—and he really fried the egg.

To demonstrate the sensitivity of FM, a human heartbeat was broadcast. Afterwards someone noticed Mr. Kudsk looked strangely pale and asked what was wrong.

"I've just had my first case of mike fright," he quavered. "My heart sounded like a 1910 Ford. I think I better see a doctor."

On a special WGNB program for the School Broadcast Conference, a demonstration illustrated how different coins could be identified, just by dropping them on a table. Listeners were able to distinguish between a dime and a nickle, so sensitive was the fidelity of FM transmission.

Eventually, Mr. Kudsk believes, fine sound recordings will be used over FM, but the standard AM sound effects will have to be discarded. The practice of crackling cellophane to produce the sound of fire, of pebbles whirled in a drum to duplicate rain and other synthetic sounds for AM broadcasting will be obsolete, as new techniques are ushered in for radio's new miracle—frequency modulation, he declares.

"IT'S THIS WAY," or something of the sort, says John B. Kennedy (right), American net commentator, to Seymour Berkson, INS general manager, at INS radio department cocktail party for Mr. Kennedy at Club 21, New York.

BEAUMONT HAS MONEY TO SPEND NOW—LATER!
OIL
Mass employment . . . permanent employment—that's what OIL means in KFDM's area. Think of oil refining, synthetic rubber, oil field tool manufacturing . . . think of the steady income these industries create. Yes, OIL is certainly an important segment in KFDM'S 585 million dollar effective buying income market.
BEAUMONT TEXAS
KFDM
SERVING THE *MAGNETIZED SABINE AREA
*Magnetized . . . drawing people and industries from other sections!
AFFILIATED WITH AMERICAN BROADCASTING CO., INC. AND
TAYLOR-HOWE-SNOWDEN
Radio Sales
BEALE

Carry Addresses

CBS AND MUTUAL will carry major addresses commemorating 28th anniversary of the founding of the Soviet Union and 12th anniversary of establishment of diplomatic relations with U. S. from Madison Square Garden No. 14 by National Council of American-Soviet Friendship. Dean of Canterbury and Under Secretary of State Dean Acheson will speak on Mutual outside of New York on Wednesday, 10:30-11 p.m. The Honorable Joseph E. Davies, former ambassador to Russia, will speak on CBS 11:15-11:30 p.m.

WIP Awards

BENEDICT GIMBLE JR., president and general manager of WIP Philadelphia, last week announced scholarship awards to two Philadelphia school teachers, who were chosen from seven finalists. Winners get a one-year course in radio in education at the U. of Pennsylvania. Second annual awards went to Bette Clair Titus and Christine L. Staniforth. The station's scholarship committee includes Mr. Gimbel; Gertude A. Golden, district superintendent and radio chairman of Philadelphia public schools; Ruth Wier Miller, assistant radio chairman of Philadelphia public schools; Dr. Frederick C. Gruber, U. of Pennsylvania, and Sam Serota, educational director of WIP.

WAKE UP NEW YORK
THIS IS WOV
THE CORRECT TIME
EXACTLY 7:15
1280
SCHOOL
RALPH NARDELLA YOU'RE PUNCTUAL EVERY MORNING! TELL THE CLASS HOW YOU DO IT!
I'm never late for school because I always tune in on Wake up New York Station W O V
VING FULLER

Here's How Thousands of New York Families Get Off To a Good Start For The Day . . . . . .

FROM 7:00 to 8:30 every weekday morning, tuning in the cheerful voice of Peggy Lloyd is a regular practice in thousands of metropolitan New York homes. Peggy Lloyd's "Wake Up New York" program is a carefully planned and diversified show that gives listeners what they want to hear . . . plenty of music, news, frequent time signals and weather reports and other unusual features. "Wake Up New York" rates high among early morning broadcasts. For sponsors as well as listeners it provides an excellent way to start the day. A limited number of choice spots are available.

Ralph N. Weil, General Manager • John E. Pearson Co., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

Many AM Applications Turned Down in Canada

WESTERN CANADIAN applications for broadcasting, AM and FM, television, and facsimile were reported in the House of Commons recently in answer to a member's questions. The report showed that a large number of AM broadcasting applications had been turned down by the CBC board of governors, and that about six have been authorized [BROADCASTING, Oct. 8].

In addition there are 32 FM applications in western Canada, mainly by AM station owners, plus the *Winnipeg Tribune* and the T. Eaton Co. Ltd., Winnipeg (national department store chain). Twelve western Canadian stations plus the *Winnipeg Tribune* and T. Eaton Co., have applied for television licenses and seven applications have been made for facsimile licenses.

OUT of Army, where he was chief of Army Air Forces Motion Picture Service with rank of colonel, William Keighley (l), signed five-year producer-director contract for CBS *Lux Radio Theater*. Watching is Cornwell Jackson, new West Coast radio v-p for J. Walter Thompson Co., Lux agency.

KRNT Des Moines added Assoc. Music Library to its transcription services.

CBS Is Proud of Radio Serial Produced at Chicago Studios

CHICAGO, cradle of the radio serial, is showing the rest of the industry it can be literate as well as entertaining, citing as an example—WBBM-CBS' *Presenting Michael Scott*.

On CBS, 2:15-2:30 (CST), Monday through Friday and rebroadcast over WBBM at 11 p.m., *PMS* is acquainting millions of listeners with the fabulous characters of Dickens, Scott, Cooper, Melville, Hawthorne, and Dumas.

Raises Standards

Its producer, writer, director—24-year-old John Barnes—looks upon the program as a once-in-a-lifetime opportunity to improve his listeners' reading and listening habits Each "chapter", as he calls his daily script, must meet the listeners' demands for action, drama and adventure, but with the help of the world's greatest writers this becomes the easiest portion of the task. The difficulty lies in bridging the frequent gaps that lie between such action, and in presenting the many social and political philosophies of the period in the light of present day thinking and living.

"Dickens, for example," says Mr. Barnes, "concerned himself with the inequality of the masses under a monarchy. His great struggle against the debtor's prison no longer has a modern counterpart. Consequently, it must be revised with a problem with which people sympathize."

Originated as an idea of Walter Preston, WBBM program director, in September 1944, *PMS* made such an impressive record as a sustainer that Columbia asked to take it over as a network feature.

Barnes breaks down each novel to be dramatized into a 14 to 17 weeks' serial. Whenever possible he uses the author's own dialogue to carry the plot and action. Narrative he either writes into dialog or condenses for the narrator.

Experienced Cast

Star portrayer of Michael Scott is Ken Nordeen, a veteran WBBM announcer and actor. Other actors include Hugh Studebaker, Herb Butterfield, Cliff Soubier, Ken Griffin and Don Herbert.

"Many listeners write in to say they enjoyed the shows more after seeing the motion picture version. We also get letters from people saying they decided to read the story after tuning in. They're the kind we like best," Mr. Barnes says.

The producer spends about six hours each day writing the show and an additional two to three hours in rehearsal. As a result, *PMS* is his only show, at the moment. A graduate of Chicago U., he has mixed feelings about radio. He is saddened by what he hears, and angered when he reflects on what could be done.

"With all the wealth of literature through the ages at our disposal, we should be able to *learn* something as well as be entertained," he says.

Asked if converting a 1,000 page novel such as *Moby Dick* into a daily serial wasn't a superhuman assignment, Mr. Barnes shrugs his shoulders and says, "Not nearly so bad as taking 1,000 pages and boiling them down into a half-hour show."

FINEST potential radio talent of 16 North Jersey high schools will participate in the Junior Achievement Company, sponsored by WPAT Paterson. Group will produce and enact station's weekly teen-age program, "The High School Reporter".

Throughout Kansas and well into adjoining states, over five million WIBW listeners give thanks for still another year of super-crops and for the peace in which to enjoy the tremendous wealth these crops have brought them.

Share in this almost unlimited purchasing power by letting WIBW establish the merits and desire for your product in these anxious-to-buy homes.

WIBW IN TOPEKA "The Voice of Kansas"

COLUMBIA'S OUTLET FOR KANSAS

BEN LUDY, General Manager

WIBW, Topeka — KCKN, Kansas City

REPRESENTED BY CAPPER PUBLICATIONS INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

NOW... *Results Per Dollar Count*

So Try This Proven Formula for OMAHA

Several changes are impending in Omaha broadcasting. The net result will be more and better programs for all listeners in this area. WOW congratulates the stations involved and wishes them unlimited success.

At the same time — *now that radio advertising dollars MUST count* WOW calls your attention to the fundamental principle of radio advertising: *AUDIENCE is ALL-IMPORTANT.*

When you consider the Omaha Market, remember the equation above!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

MANAGEMENT

GOV. ROBERT S. KERR of Oklahoma, head of West Central Broadcasting Co., Tulsa, which has filed for a 50 kw station on 1210 kc [BROADCASTING, Nov. 5], was guest Nov. 11 on NBC "Charlie McCarthy Show" broadcast from Oklahoma City.

MARTIN N. OEBBECKE has returned to WIP Philadelphia as night manager. Last three years he has been in radio engineering department of Army Signal Corps.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Hollywood, has been elected a director of All Year Club of Southern California.

CESAR MIRO, director of Radio Nacional, Peruvian government system operating a standard and three high frequency stations in Lima, is currently in Washington as delegate to World Christian Conference. He is former U. S. correspondent for the Lima El Comercio, owned and operated by his family.

PAUL WAGNER, manager of WPAY Portsmouth, O., underwent an emergency operation Nov. 3. **G. F. BOYD** is acting manager in his absence.

LOUIS H. PETERSON, president of WSSV Petersburg, Va., has been elected president of Petersburg Kiwanis Club.

S. ROBERT MORRISON, former chief engineer and assistant general manager of WMRN Marion, O., has returned as assistant general manager after discharge from Navy. **F. J. PETERS** continues as chief engineer.

Downie Elected

ROBERT C. DOWNIE, president of Peoples-Pittsburgh Trust Co. and former chief of the Pittsburgh ordnance district, has been elected to the board of trustees of Blaw-Knox Co., antenna manufacturers.

Jesse R. Lovejoy

JESSE R. LOVEJOY, 81, director since 1922 of General Electric Co., Schenectady, and honorary vice-president for 16 years, died Oct. 31 in Schenectady. He joined GE in 1892, when the company was formed, as manager of supply department, and then became general sales manager. Later, as vice-president in charge of sales, he had much to do with development of business throughout the company's foreign department.

NAVY DAY address of President Truman was witnessed by about 5000 persons gathered in the Gimbel's Philadelphia store to watch it through the 20 RCA video sets installed in the building.

HUTCHESON RESIGNS ENGINEERING POST

GUY C. HUTCHESON has resigned from the general engineering department of CBS, effective the latter part of November, and plans to establish an office in Texas for radio consulting work.

Mr. Hutcheson

Radio engineer with the second Byrd Antarctic Expedition to Little America in 1933-35, Mr. Hutcheson has been with CBS since 1935 except for a brief period of Army service in 1942. He was an engineer in the radio frequency division, general engineering department, from 1935 to 1941. In 1941-42 he was chief Latin American engineer, and during this time made a five-month tour of 76 affiliated stations of the CBS Network of the Americas, located in the 20 Latin American republics.

From 1942 to 1944 he was engineer in charge of international broadcasting, during which time CBS and OWI installed five 50-kw shortwave transmitters and plans were drawn for a 200-kw transmitter which is now in operation. In 1944-45 he has been acting engineer in charge of the radio frequency division, general engineering department.

His work with CBS included preparation of FCC applications for CBS, designing directional antennas, and making field intensity measurements. He is a 1933 graduate of Texas A&M in electrical engineering. He said his offices as radio consultant possibly would be in or near Dallas.

MBS Meeting

MUTUAL Broadcasting System will be host at a luncheon in honor of Edgar Kobak, president of Mutual, Nov. 19 at the Ambassador Hotel in New York, celebrating his first year with the network. Mr. Kobak will report on the network's activities in the last year at the luncheon.

'Army Hour' Successor

PROGRAM succeeding *The Army Hour*, which was broadcast for the last time Nov. 11 after three years and eight months on the air, will be *The National Hour*, Sundays 4-4:30 p.m. on NBC. New show will "seek to mirror the thinking in both governmental and private circles" on major national problems of the reconversion period, including such subjects as employment, postwar aviation, atomic power, educational techniques, world government, railroads, automobiles, farms, taxes. Format will continue to feature spot broadcasts for the armed services and other branches of government as the occasion demands.

GALS!
HERE'S GOOD
NYLON NEWS!

Ladies! Your nylon stockings will come to you from the Magic Circle area of Radio Station WBIG in Greensboro, North Carolina. Within this fifty mile radius more than fifty per cent of all the nylons manufactured in the South are being made as rapidly as nylon becomes available and machines can be converted and it is hoped that by Christmas the stocks in the stores will be more plentiful. At least plentiful enough to do away with the mobs who now gather when nylons are placed on sale.

Two of the nation's best known hosiery manufacturers have home offices in Greensboro with branch mills located in the area. Mock-Judson-Voehringer, makers of the famous Mojud hose, and Burlington Mills officials plan to make shipments to their accounts only when they are able to make deliveries to all of them, but it is felt as though this will be by the first of December, with shipments increasing all along as more of the coveted nylon is released.

The hosiery industry has migrated from the North to the South at an increasing pace during the past fifteen years. In 1931 less than ten per cent of the hosiery mills in the nation were located in the South. Today that percentage has risen to more than thirty per cent, with more than half of these in North Carolina, principally in the Magic Circle area.

The employees of hosiery mills are the highest paid workers in the textile industry. There are an estimated seven thousand hosiery mill employees in the Magic Circle area, bringing additional revenue to an already rich and prosperous area, dominated on the air lanes by WBIG, favorite station of these makers of the "hosiery of the future."

WBIG CBS 1470 ON YOUR DIAL
COLUMBIA NETWORK
In Greensboro, N. C.

250 Watts of Broadcast Satisfaction

Collins 12Z Remote Amplifier

A high quality four channel remote amplifier, a.c.-d.c. powered. The d.c. source consists of self-contained batteries which take the load automatically in case of a.c. line failure. Gain, approximately 95 db. Frequency response, 30-12,000 c.p.s. ± 1 db. Power output, 50 milliwatts. Weight, with batteries and carrying case, 32 pounds.

The new Collins 300G-1 AM broadcast transmitter is an operator's ideal.

Its components are the finest available, with very high safety factors, *and all are completely and immediately accessible.* Replacements, if necessary, are just a quick, simple one-man job!

Circuit design, physical arrangement, and workmanship throughout, meet the superior standards which station engineers have come to expect of Collins engineering.

The nominal power output of the 300G-1, 250 watts, can be reduced to 100 watts by means of a switch on the control panel. The response is flat within ± 1.0 db from 30 to 10,000 cycles. Distortion is less than 3% up to 100% modulation.

Tell us about your plans. We will be glad to study them with you and make recommendations covering requirements for your entire station, AM or FM, and of any power. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y. In Canada, Collins equipment is sold by Collins-Fisher Limited, Montreal.

FOR BROADCAST QUALITY, IT'S ....

COLLINS

Enc

24-SHEET POSTERS

RAILWAY EXPRESS TRUCKS

ST. LOUIS BUSES AND STREET CARS

COUNTY BUSES

BLOTTERS

TRADE PAPER ADVERTISING

DIRECT MAIL

RURAL NEWSPAPER ADS

NEWSPAPER ADVERTISING AND PUBLICITY

SALES BROCHURES

KXOK's spot-light feat... b
interesting and varied p
eager and receptive au...e.

These self-selling fe... ar
rounded promotion pro... hat
ful selling medium in th... Lou
appreciate and applau... ale
played such a great pa... KXO

KXOK gives your p... "t
cally and effectively. A... KXO
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KX

SAINT LOU... 1,

Owned and Opera... the S

AMERICAN BROADCASTING CO... KLOC

Represented by John Blair & Co. • Offices in Ne... • Chi

ere!

feat..big network shows...
aried l programs...enjoy an
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prog that makes KXOK a force-
in th Louis Market. Advertisers
plaud alert promotion that has
t pa KXOK's dramatic growth.

ur pr "top-billing"—economi
y. A KXOK or John Blair repre-
lete t s.

XOK

UI 1, MISSOURI

erat the St. Louis Star-Times
CO. KILOCYCLES, 5,000 WATTS, FULL TIME

STAR-TIMES DELIVERY VEHICLE POSTERS

KXOK THEATER NEWSCASTS

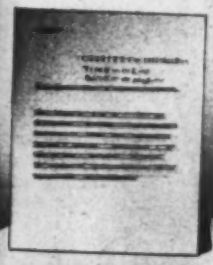
PERSONALIZED PROGRAM SCHEDULES

COVERAGE MAPS AND STATISTICS

SCRAP BOOKS FOR KXOK AND NATIONAL REPRESENTATIVES

HOTEL DISPLAY BOARDS

KXOK PROGRAM DIRECTORIES



COURTESY SPOTS

PROMOTIONAL KITS FOR ADVERTISERS

ES
New • Chicago • St. Louis • Los Angeles • San Francisco

Editorial

The Set Situation

WHERE'S ALL that reconversion in radio manufacturing that was to start as soon as the shooting stopped?

Manufacturers are saying they're stymied because they can't get parts and set components. They are also bewailing OPA's handling of price policy. Labor troubles here and there also have interfered.

All these things have converged to contribute what appears to be a dry run on new receivers, with little likelihood of any substantial shipments in time for the Christmas trade, which would be the first since 1941.

But there lurks in all this a danger more fundamental to radio's future development than the inordinate delay in receiver production. We hope manufacturers won't yield to the temptation of dumping inferior sets of the cigar-box type, in order to grab a ready market. FM allocations are determined. Designing for combination AM-FM receivers has gone forward. The public should get maximum service and performance for the longest possible period and that means combination receivers capable of tuning both aural bands.

"By Courtesy of . . ."

IF EVERYTHING that has been said in condemnation of the radio commercial during the last twelvemonth could be added together, it shouldn't be.

Chairman Porter and Commissioner Durr have spoken with verve on the subject. Some of what has been said has been only provoking, and some admittedly has been provocative. Newspapers have been anxious to take up the cause, some altruistically and others with motives less laudable.

In all candor, it must be acknowledged that the editors of BROADCASTING have offered observations on the same general subject.

But in all this hail and hellfire of verbiage, there has been hardly a solemn whisper out of the working broadcaster himself. This could impel several conclusions, all so obvious that they need no delineation here—for now at least one working mikeman is on the record.

He is Bryson Rash, special events director of WMAL Washington who, avocationally, writes a radio column for the *Washington Evening Star*, licensee of WMAL. In such a commentary on October 21, Mr. Rash describes the scene at his home of recent date when he was listening to the radio.

The program he described as "pleasant"—and it is apparent from his commentary that he was lulled into a feeling of serenity such as attends a lingering inspection of a beautiful painting. Thus becalmed, one can visualize his chagrined surprise when there issued from his loudspeaker a concluding message for the sponsor-sung "in pseudo hilly-billy" fashion by a trio.

This, Mr. Rash explained, was a hitch-hike —"an announcement appended to a program to extol the virtues of another product made by the same sponsor." Mr. Rash concluded, The hitch-hike announcement is a trick method of punching a commercial message across to a radio audience lulled into security by a pleasant radio program. It is not good radio. Radio can do better than that, and we hope it does—soon."

That's not the comment of a newspaper editor made under the urging of his business department; it is not the observation of a Government executive. It's a toiler in the craft speaking—one whose experience in the art has covered long years, one whose devotion to its future is sincere and believable. At this point, it is time to sit up and take notice.

Are radio's commercial practices objectionable? Are there abuses beyond the marginal number that attend all human endeavor? America has the greatest broadcasting system in the world, offering the most extravagant display of entertainment and education in our modern civilization. Can this, the system that makes the product possible, be imperiled by careless commercial practices? It can be, and will be, if Mr. Rash's observations in a widely read newspaper find favor with the people. If the listeners believe as does Mr. Rash, and as do Mr. Porter and Mr. Durr and some others in high places, then we cannot be oblivious.

All last week was National Radio Week. It was dedicated to 25 years of broadcasting in America. Rededicate it to better broadcasting tomorrow, better broadcasting on a sound commercial foundation. And remember that foundation is laid with care, that each brick has its prescribed size and its prescribed place—and that the whole can fall of its own weight if one brick is out of balance with the others.

We don't like to get exactly poetic about this brick analogy, but maybe some of these critics are heaving a few at us that we can use in strengthening that foundation—if we dodge the bad ones and catch the good ones.

Fitting Climax

THE SETTING was the Senate gallery floor of the Capitol. A sumptuous new radio gallery room was being dedicated. Broadcasting booths for the networks and independents, a writing room for working news reporters. All the facilities necessary for modern radio coverage.

President Truman was there. So were many Senators and Speaker Rayburn, Secretary Schwellenbach, and FCC Chairman Paul A. Porter and other notables. The working radio news corps, about 100 strong, was on hand.

The time was last Wednesday—during National Radio Week. President Truman the same day had sent to NAB President Justin Miller a letter congratulating radio on its 25th anniversary.

It doesn't take a long memory to recall the battle radio fought for news recognition. First radio grudgingly was accorded a little space in the corridor of the gallery floors in House and Senate. Now it has the elbow room needed for adequate coverage of *aural* broadcasting. Comparable facilities are being installed in the House gallery. Soon it will require accomodations for television. Spot transmission of debates in Congress may come swiftly.

President Truman's unheralded participation in the dedication of the Senate radio gallery was a tribute to radio and to the men who report the news by the swiftest means extant.

Radio has come a long way in these 25 years. Newswise it has come into its own in the last five or so.

Our Respects To -

ARNOLD DAVIDSON DUNTON

YOUTH is at the helm of Canadian broadcasting.

New top man is Arnold Davidson Dunton, who at 33 is controller of all broadcasting in the Dominion, both publicly-owned and privately-owned, and at the same time is head of the organization operating all the networks north of the international border.

November 15, Dave Dunton becomes the first full-time chairman of the Board of Governors of the Canadian Broadcasting Corp. for a three-year term. His post carries with it one of the highest salaries paid a government appointed official, $15,000 a year.

While Dave Dunton is new to radio, he is known to many radio men in Canada and in the United States. He recently resigned as general manager of the government's Wartime Information Board, Canada's OWI. As head of the WIB he was in charge of Canadian press and radio relations for the two Churchill-Roosevelt conferences held at Quebec.

During the conferences he met many of the leading radio commentators and station owners. He was also in charge of Canadian news emanating from the San Francisco United Nations conference.

The post of full-time chairman of the CBC Board of Governors was recommended by the Parliamentary Committee on Broadcasting in 1944, with the chairman to be the overall head of the CBC, and to work specifically on a policy and public relations level, while the general manager, Dr. Augustin Frigon, at an annual salary of $13,000, works at the administrative and operational level.

Born in August 1912 in Montreal, son of a notary who died two years after his birth, Dave Dunton took his public and high school education in Montreal, then went to Lower Canada College. To learn the background and language of French-Canadians better, he went to the U. of Grenoble in France.

After a year there he went to McGill for two years, then to Trinity College, Cambridge, for a year. Having been a cub reporter on the *Montreal Star*, he took a roving assignment for the *London Express* and covered much of England and Scotland. Just before the Nazis came into power he took six months at Munich U.

In 1933, back on Montreal, he couldn't find a job on a paper, did surveying with the Canadian Pacific Railway, was in the advertising department of Henry Morgan's department store at Montreal, was for a while in a chartered accountant's office, and even became a

(*Continued on page 58*)

What does "Merchandising" mean?

Here's exactly what it means at WCOP, the Boston Cowles station. Just check over this list of wide-awake merchandising activities . . . to see what WCOP does to help Boston dealers ring up results on your advertising:

Dealer Calls. Kenneth N. Strong, merchandising assistant, spends full time calling on food, grocery and allied dealers constantly ringing the bell for WCOP-advertised products.

WCOP "Sales Spotlight" is a brisk, illustrated monthly, with 3,000 copies going to top grocers, druggists, variety stores, five-and-tens, department stores and meat markets.

Courtesy Announcements. WCOP provides courtesy spots in advance of a first program, and follows with weekly courtesy announcements calling listener's attention to the show.

Displays. WCOP has arrangements for store displays to publicize air programs of products sold in the store.

Dealer Letters. WCOP sends letters to important jobbers or retailers whenever the advertiser has a special story to tell about his radio advertising campaign.

Newspaper Advertising. WCOP's station ads run every other day in Boston newspapers and monthly in 45 suburban papers, publicizing programs and tying in with other merchandising activities.

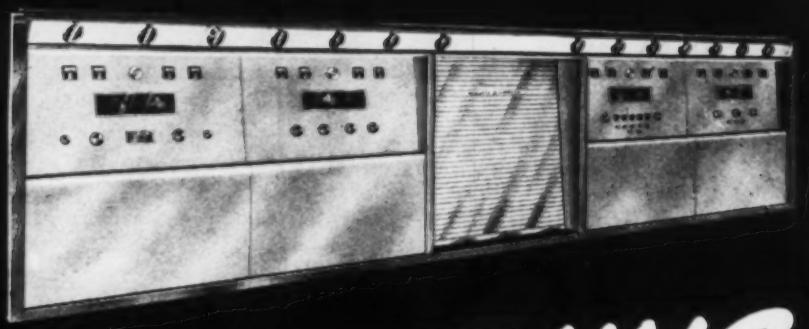
Monthly Reports. WCOP furnishes advertisers and agencies with monthly reports showing exactly what the station is doing for each advertiser.

JOIN WCOP — AND PARTICIPATE IN BOSTON'S TOP MERCHANDISING SET-UP.

WCOP Boston

A **Cowles** Station — Exclusive Boston American Broadcasting Co. Outlet
Costs and Availability from any **Katz** Office

The New G-E 5-Kw
Television Transmitter



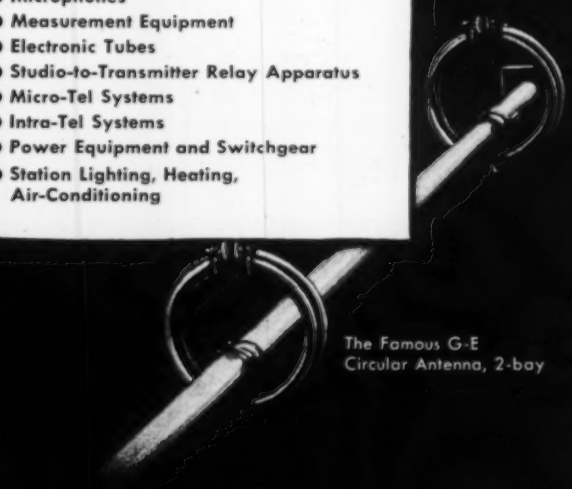
The Famous
GL-889R-A
Transmitting Tube

EVERYTHING

- FM Transmitters
- Television Transmitters
- AM Transmitters
- International Transmitters
- Complete Aural and Visual Equipment for Studios
- Microphones
- Measurement Equipment
- Electronic Tubes
- Studio-to-Transmitter Relay Apparatus
- Micro-Tel Systems
- Intra-Tel Systems
- Power Equipment and Switchgear
- Station Lighting, Heating, Air-Conditioning

The New G-E 1-Kw
FM Transmitter

The New G-E 250-Watt
FM Transmitter



The Famous G-E
Circular Antenna, 2-bay

The New G-E Studio Consolette

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

160-DB-6814

Ready for business with FOR BROADCASTING

● To the broadcast industry, General Electric announces its great new line of broadcast station equipment—most comprehensive in the world.

Now G.E. can accept orders for your equipment—FM, Television, AM, and International transmitters, complete aural and visual equipment for station and studio, entire antenna systems with all accessories, electronic tubes for every power and purpose, studio-to-transmitter relay equipment, Micro-Tel and Intra-Tel systems, station lighting, heating, air-conditioning, power equipment, and switchgear—in fact, *everything you need for modern broadcasting.*

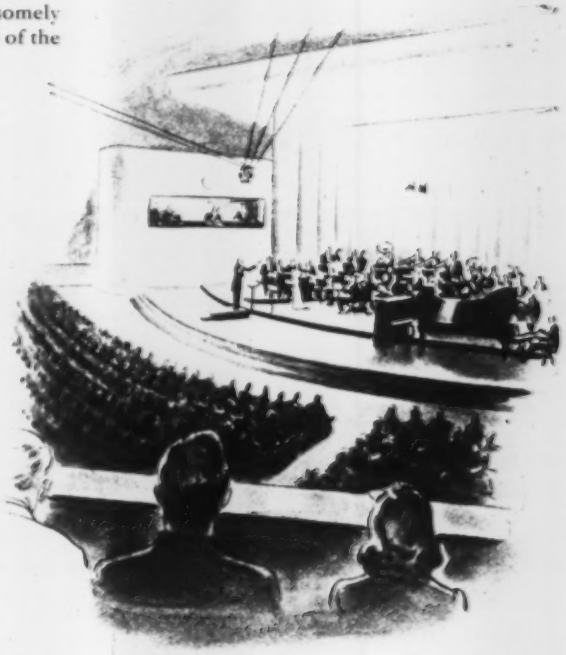
Here is broadcast equipment that opens a brilliant era with new basic accomplishments in modulation quality, extended frequency response, and lower carrier noise levels. Straightforward circuits are your guarantee of reliable operation. Complete accessibility, simplified control systems, fewer tubes and fewer parts are your assurance of minimum supervision and lower maintenance. Ruggedness, compactness, and flexibility of design meet every installation requirement. From microphone to antenna, G-E broadcast equipment is handsomely styled to match the appearance of the finest, most modern station.

For maximum on-the-air reliability, for lower equipment cost per hour of service, specify G.E. throughout your station. You benefit directly through General Electric's coordinated equipment design which assures you properly unified apparatus for top performance. And you buy *one* standard of high quality backed by *one* source of responsibility. Write *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

For information and help, call your nearest G-E broadcast equipment sales engineer. G-E sales offices located in all principal cities are ready to serve you. Specialists are located for your convenience in General Electric Company offices in the following cities:

Boston, Mass. 140 Federal St.	New York City, N. Y. 570 Lexington Ave.	Seattle, Wash. 710 Second Avenue
Atlanta, Ga. 187 Spring St., N.W.	Cleveland, Ohio 4966 Woodland Ave.	Washington, D. C. 806-15th St., N.W.
Kansas City, Mo. 106 W. 14th Street	San Francisco, Calif. 235 Montgomery St.	Chicago, Ill. 840 S. Canal St.

Los Angeles, Calif., 212 N. Vignes St.



FOR EARLIEST POSSIBLE DELIVERY OF YOUR BROADCAST EQUIPMENT, PLACE YOUR ORDER NOW

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

AM • TELEVISION • FM *See G.E. for all three!*

Respects

(*Continued from page 54*)

Fuller Brush salesman. Then he got a job for a year in Mexico City, as tutor. He added Spanish to his list of languages.

Returning again to Montreal he rejoined the *Montreal Star*, became assistant editor in 1937, and when it changed ownership he and John McConnell, son of the new owner, were put to work to build up the weekly of the group of papers, the *Montreal Standard*. At 26 he was editor of the paper, built it up to a first-rate weekly with one of the largest circulations in Canada and an editorial content praised from coast to coast.

When the war came, Canada set up an information bureau, and it was not long till Dave Dunton got a call to go to Ottawa to take charge of a section of the WIB. In 1941 he went in the first four-engined aircraft across the Atlantic to England to do a series of stories for the WIB on how Britain was fighting the war. His energy, ideas and ability to get along with his superiors as well as his staff won him promotions. In 1943, just 31 years old, he was made general manager of the WIB, with his paper still paying his salary.

The WIB being closely related to Canada's Department of External Affairs, he came to know Kathleen Bingay of Vancouver, brilliant young legal assistant to the legal adviser of the department. They were married last year.

Dunton's rise has been too rapid to give him much time for hobbies other than work. He likes to travel, find out how people live. He is quiet spoken, has drive, ideas and imagination. In the wartime job he has held and in his new post it is important to know that he is politically unbiased.

TRADITIONAL dress marks these performers in Studio 7 of Radio Tokyo, modernistic structure in which latest occidental developments are incorporated. These "utazawa" singers, accompanying themselves on native instruments, perform from typical posture (note short mike stand).

Sets

(*Continued from page 28*)

tube radio-phonograph console, both in wood cabinets. Production has started, according to Clarence G. Felix, radio production manager, with first receivers going to dealers. Nineteen models were announced recently by Crosley.

Federal Telephone & Radio Corp. is understood to be planning a line of several table models, with consoles and combinations coming later. Federal is producing a complete line of transmitters, tubes and related items along with communications items.

Farnsworth Television & Radio Corp. has completed a nationwide series of dealer meetings, displaying its new models. Majestic Radio & Television Corp. will hold a convention later this month.

Lear Inc., Home Radio Division, has criticized advertising that has allegedly misled the public into walking into stores with the expectation that they can take home sets. Lear is rapidly working out production problems.

General Electric Co., active promoter of FM's high-fidelity, plans volume production in time for Christmas buying and is boosting a low-price five-tube model. Combination and FM receivers are planned.

Electronic Corp. of America has announced a complete line of receivers. It has just bought a plant in Brooklyn to augment output of two Manhattan factories. ECA sets will carry a warranty label advising consumers as to exact performance.

Elaborate eye-appeal consoles are planned by Ansley Radio Corp. Shipments are slated to start in December.

Stromberg-Carlson Co. turned out its first civilian receiver in mid-September. Postwar line includes small table models for the first time. FM receivers are expected by first of the year.

Emerson Radio & Phonograph Corp. says its sets will have three times the power of prewar models and feature more efficient tube and speaker arrangements. Four small models will introduce the line, including table compact, portable, phono combination and pocket receiver. Seventy models are planned later.

RCA Victor Division announced a kickoff line some time ago, with nine models included. Console models are due this month.

Reach the expanding peacetime market in this rich Southwest and Middle West territory by placing your radio spots where they're sure to do the most good. Let the T. H. S. representative nearest you pass on his intimate knowledge of this responsive market to you, now!

TAYLOR-HOWE-SNOWDEN *Radio Sales*

Sales Offices

New York, Chicago, Dallas, Hollywood, San Francisco, Portland

General Offices—Amarillo

It takes more than Know-How

. . . It takes *Intent!*

That we know our way around in the station representative business is a pretty well accepted fact. What makes that important to station, to agency and to advertiser is our *desire* to give extraordinary service. Not just a casual telephone call to keep a client contact alive—nor a time-wasting "service call" on an overburdened time-buyer—but Aggressive Activity in the fullest sense.

It is our *intent*, our *purpose*, our unchanging *policy*—

—to provide complete facts and figures in person and on time

—to make studied analyses of those facts and figures before presentation

—to furnish creative merchandising support and personal follow-through

Yes—"Aggressive Activity" can be a brace of windy words—a meaningless phrase. But when Aggressive Activity is based on *intent*, then it means something tangible to station manager or time-buyer.

Aggressive Activity is our watchword.
Service is our unfailing promise.

LEWIS H. *Avery* INC.

Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

SHAEF Radio Drive Against Germany

Station at Luxembourg Was Potent Weapon In Defeat of Nazis

RADIO LUXEMBOURG, most potent weapon in the psychological warfare campaign in Germany, is back in the hands of its private owners after a year of operation as a unit of SHAEF.

Until now the story has been locked in the files of the military. From this powerful station, perched on the Franco-German border, came a daily program array that taught Europe what a broadcasting staff can do under the impetus of Yankee ingenuity and initiative.

The dramatic story of Radio Luxembourg's capture almost intact, is well known. The coup was engineered by an OWI radio reconnoitering squadron headed by R. Morris Pierce, borrowed from WGAR Cleveland where he was chief engineer.

Psychological Use

Not revealed are the scoops and psychological tricks employed by the joint Army-OWI Psychological Warfare Division at Radio Luxembourg under command of Lt. Col. Samuel R. Rosenbaum, former head of WFIL Philadelphia.

The operation later was known as ICD-USFET (Information Control Division, U. S. Forces European Theatre).

Many special jobs were done for SHAEF. Last May 5 German forces were hopelessly disorganized but the German commander had no other way of communicating a surrender message to his troops. A plea came from Gen. Patch and Radio Luxembourg broadcast every few minutes to the German Army group opposite the U. S. Seventh Army, telling them that their commander had agreed that his troops should lay down their arms at noon Sunday, the next day.

Frequent requests from the Supreme Command were handled quickly and effectively. These included special broadcasts of proclamations and instructions issued from Supreme Headquarters to German troops and civilians in Germany in connection with combat operations as well as "The Voice of SHAEF" and "The Voice of Military Government", which were carried by other Allied transmitters.

After mid-March, the station started a special service for Army engineers, at the request of SHAEF. Twice daily it carried Rhine flood gage readings to help engineers protect the pontoon bridges across the river, an especially vital bit of information at that point of the drive.

Typical was Radio Luxembourg's reputation as a live-wire news station. With a staff that knew conditions in Germany intimately, the station was quoted daily in the world press.

Wide Audience

Ample evidence from prisoners of war and German civilians as well as foreign workers attested to the fact that the station held a wide audience in German territory. Its 120 kw signal on 232 kc was received in Germany with greater clarity and dependability than that of any Allied transmitter. The power was upped to 150 kw last May.

OWI's historical review of the station pays tribute to Col. Rosenbaum's direction of the station in these words: "Col. Rosenbaum's leadership, management and tact accomplished harmonious cooperation from a large group of varied individuals composed of both military and civilian personnel of many nationalities and languages."

Some scoops on Radio Luxembourg's log are:

First broadcast of complete military government trial in occupied Germany.

First answer in Germany to last speech made by Hitler; fallacies demonstrated less than an hour after broadcast of speech.

Text of Yalta Declaration in several languages, with comment.

Bulletins of military and political news broadcast in five languages within minutes of their receipt.

V-E and V-J coverage in as many as 13 languages; also done at

(*Continued on page 64*)

Hot Shot

MARTIN AGRONSKY is American's hottest commentator. Monday, Oct. 29, Blechman Clothing Store, Washington, started sponsoring him on WMAL. Friday, Nov. 2, the store burned down.

YOU GET THE

CONCENTRATED AUDIENCE OF

7 TOP MARKETS

WITH

OKLAHOMA NETWORK

ASSURES YOU *Audience* IN THE RICHEST MARKETS IN OKLAHOMA

Seven stations with DOMINANCE in their markets—most of them ALL OF THE TIME—that's the OKLAHOMA NETWORK! Seven stations for approximately HALF THE COST of any two of Oklahoma's highest-powered stations. Use as few as three . . . and still get the network rate. Give us an opportunity . . . and we'll show you how to get more audience at a lower cost . . . with the OKLAHOMA NETWORK!

One Contract—One Contact—One Statement!

AMERICAN BROADCASTING CO., INC., AFFILIATES IN OKLAHOMA

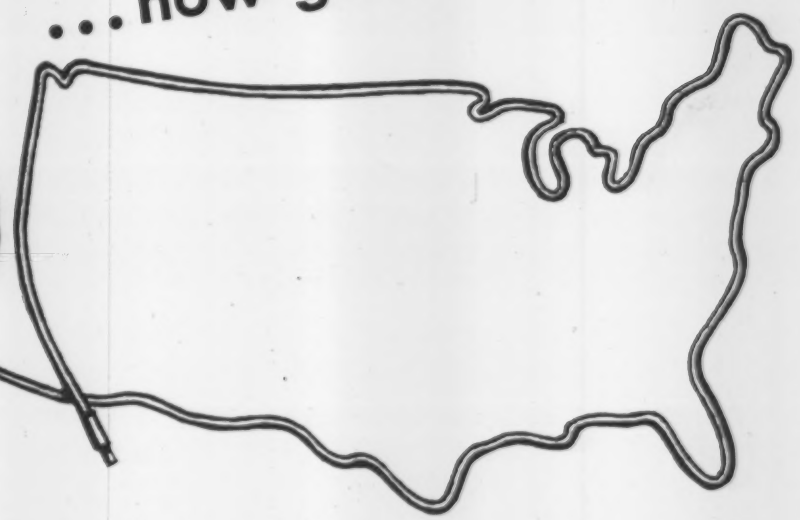
•

ROBERT D. ENOCH
MANAGING DIRECTOR
APCO TOWER, OKLAHOMA CITY 2, OKLA.

KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore

"MAGGI'S PRIVATE WIRE"

...now goes long distance



for your sponsorship *locally*—at *local* cost

● Here is a network co-operative show that brings the glamour of Broadway and Hollywood to America's Main Streets—and at *local rates.*

Tested with sixteen exciting months on WEAF, NBC's key station in New York, Maggi's Private Wire is crammed with the thrills of Café Society, Park Avenue, Broadway and Bagdad-on-the-Pacific—a surprise package out of which the following diverse personalities have recently popped: Roland Young, George Jessel, Gypsy Rose Lee, Helmut Dantine, Art Mooney, Mrs. Reginald Vanderbilt, Chuchu Martinez and Mrs. William Randolph Hearst—just a few of Maggi's guests . . . stardust for products.

Maggi's mike-mate is debonair Herb Sheldon, a suave foil for the keen wit of NBC's Column-Miss of the Air.

Maggi's Private Wire is like nothing on your local air—and your Main Street listeners will love it—it takes them out of their everyday world for fifteen fast moving minutes 12:45 P.M. (E.S.T.), Monday through Friday. ***Contact your nearest NBC station for availability and costs.***

Other important live-talent NBC shows broadcast co-operatively:

H. V. KALTENBORN
Monday, Wednesday, Friday
7:45 to 8 P.M. (E.S.T.)

MORGAN BEATTY
Monday through Friday
1:45 to 2:00 P.M. (E.S.T.)

HARKNESS OF WASHINGTON
Monday through Friday
11:15 to 11:30 P.M. (E.S.T.)

NEWS OF THE WORLD
Tuesday and Thursday
7:15 to 7:30 P.M. (E.S.T.)

WORLD NEWS ROUNDUP
Monday through Saturday
8:00 to 8:15 A.M. (E.S.T.)
Sunday 9:00 to 9:15 A.M.

NEWS FROM NBC
Monday through Saturday
11:00 to 11:15 P.M. (E.S.T.)

National Broadcasting Company

America's No. 1 Network

A service of Radio Corporation of America

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

FM WANTED BY 60% MANSFIELD REPORTS

BETTER than 60% of postwar radio receiver purchasers want their new sets to include FM, Frank Mansfield, director of sales research for Sylvania Electric Products Inc., stated at a news conference in New York. This means a potential new $600,000,000 market added to the radio set business in the next two or three years, he said, as 10,700,000 FM sets can be sold out of a total market for 17,400,000 receivers.

Reporting on a special survey of radio set owners just completed by the company, the third in a continuing series, Mr. Mansfield said today's FM set owners represent less than two per cent of all radio owners. There are some 432,000 FM sets in use currently, of which 93% are combination AM-FM receivers, he said, and better than 90% were purchased in 1941 and 1942. The great majority of FM owners are thoroughly sold on it as compared to AM, he reported, with 85% of those interviewed crediting their preference to reduced static and noise, 61% to greater realism, 48% to less advertising, 37% to less interference between stations, 20% to a preference for FM programming and 14% to poor AM reception in their locality. Auto ignition static is the major complaint of FM set owners.

Of interviews with some 1800 non-FM set owners, Mr. Mansfield said only 14% had ever heard an FM broadcast, but despite that fact two out of three postwar radio purchasers want their new sets to include FM and are willing to pay more for them. High fidelity was considered the greatest advantage of FM by those not now owning FM sets, he said, with 56% stating they would pay $100 to $150 more for an FM set with true high fidelity. Present FM set owners, he said, usually report that they like high fidelity but when their sets are examined 80% are found tuned so they don't get it.

Daniel N. Stair

DANIEL N. STAIR, engineer in charge of NBC international shortwave transmitter at Bound Brook, N. J., died Nov. 1 after a long illness. He had been associated with NBC since November 1926. He is survived by his wife, Frances.

William B. Tracy

WILLIAM B. TRACY, 58, account executive of Campbell-Ewald Co., New York, died Oct 31, at his New York home. Entering the advertising business in 1908, he became president of Tracy-Parry Co., Philadelphia, from 1910 to 1936, when he returned to New York and was associated in an executive capacity with Benton & Bowles, Arthur Kudner Inc., and Saccone, Speed & Jenney, before joining Campbell-Ewald last year.

AGENCIES

J. H. LANG Jr. has resigned as vice-president of Grey Adv. Agency, New York, to become the head of the plan board of John A. Cairns & Co., New York. **MURIEL WILLIAMS**, formerly with Irwin Vladimir & Co., New York, also joins Cairns as assistant account executive.

R. ANNE CRISTY, is new radio director of Howard-Wesson Co., Worcester, Mass. Formerly with WTAG Worcester, Miss Cristy also has conducted radio script writing and advertising courses for three years at Worcester Junior College evening school.

Miss Cristy

GENE INGE, former radio columnist of Los Angeles Herald-Express and more recently associated with civilian subsistence contractor with AAF, has joined Paul Winans Adv., Los Angeles, as account executive and creator of program ideas.

JAMES FONDA, account contact of Foote, Cone & Belding, has returned to Los Angeles headquarters after conferring with eastern seaboard stations on spot radio campaign starting in mid-December for California Fruit Growers Exchange (Sunkist oranges).

C. G. BOWEN, formerly of Will Grant Adv., Los Angeles, has joined Paul E. Newman Co. as production manager.

ELAINE MOTT has been promoted to traffic and office manager of Arthur W. Stowe Adv., Los Angeles. **HOWARD H. HELMICK**, with Army discharge, has joined the agency as copywriter.

MRS. TOMI BLOCK, former copywriter with W. T. Grant Co., New York, has joined Federal Adv., New York, as copywriter.

SAM YOUNG, account executive formerly with R. C. Smith & Son, Toronto, has joined the Toronto office of Stevenson & Scott.

GRANT Adv. has moved its Toronto office to 103 Church Street. **DAVE McMILLAN** is manager.

HAROLD F. STANFIELD Ltd., Montreal, has opened a branch office in Saint John, N. B., at 31 Royal Security Bldg. **VICTOR P. GRAY**, formerly with Taylor & Carson Broadcasting Ltd., Vancouver, is manager.

HARRIET BELILLE, former timebuyer with Compton Adv. Agency, joined Grey Adv. Agency, New York, Nov. 5.

LT. COMDR. EDWARD C. SIMONS, on duty with the Coast Guard for three years, and **JOHN LEWIS AMES**, formerly with FBI, have rejoined Ruthrauff & Ryan, New York, as media executive and legal assistant respectively.

RUSS HILLIER has joined the staff of Gray & Rogers Adv. Agency, Philadelphia. He was formerly with Al Paul Lefton Agency.

J. JESSIE KANE, radio director of H. M. Dittman Adv. Agency, Philadelphia, is ill with virus pneumonia.

LES HARRIS, with Benton & Bowles, New York, as a producer and director of Prudential's "Family Hour", Sunday 5-5:30 p.m. on CBS, has been named chief of program ideas for the agency in addition to his other duties.

NORTH CLAREY is new member of Lewis & Gilman, Philadelphia agency. Before serving for three years in Coast Guard he was managing editor of Ethyl News, trade publication.

HAROLD DUNDES and **BEN FRANK** returned last week from the armed services after three years to assume active direction of Dundes & Frank, New York.

HUGH A. MITCHELL, vice-president and director of McCann-Erickson, has been appointed agency's European manager and will headquarter in London beginning early next year. Speaking Oct. 31 at a meeting of the Export Advertising Assn. in New York, Mitchell reported on business and advertising conditions in Europe from which he has just returned after a two-month trip. He said that the possibility of commercial radio programs is still being discussed by British advertising men but the concensus is that any immediate change is unlikely.

FREDERIC A. CHASE, California newspaperman and director of publicity activities for several national and local government agencies and former director of public relations for the Southern California chapter of the Associated General Contractors, has been appointed head of Young & Rubicam West Coast industrial public relations and publicity staff.

RICHARD L. EASTLAND, released from the Navy and formerly in charge of radio for J. Walter Thompson Co., Chicago, and **M. J. CONDON**, transferred from Roy S. Durstine Inc. office in Cincinnati, have been appointed co-radio directors of Durstine in New York.

HARMON NELSON, released from AFRS as captain, has been appointed West Coast radio manager of Roche, Williams & Cleary, now establishing Hollywood offices.

WILLIAM H. COFFMAN, for several years manager of an industrial advertising agency, has been elected president of Cabot & Co., general advertising, which has opened offices in the Fulton Bldg., Pittsburgh.

BROMLEY HOUSE, vice-president and radio director of Gregory Adv., Cleveland, has resumed duties after two years in Army. Assigned to Special Information Section, Army War College, Washington, he produced "Here's Your Infantry".

BOB STRUBLE, for four years assistant radio director of W. E. Long Co., Chicago, resigned to become radio director of Dan B. Miner Agency, Los Angeles effective Nov. 12.

MAHLON G. REMINGTON, formerly with Crowell-Collier Publishing Co. and General Mills, has joined merchandising service department of Needham, Louis & Brorby Inc., Chicago.

CHARLES W. McMAHON, with Armstrong Cork Co., Lancaster, Pa., for 15 years, is now with Lewis & Gilman, Philadelphia.

BILL STUART of the public relations and publicity department of Young & Rubicam, New York, and formerly a radio producer in the company's Hollywood office, has had a first novel, "The Dead Lie Still", published by Farrar & Rinehart.

ROBERTA BARD, former director of radio for Huber Hoge & Sons, New York, has joined Ben Sackheim Inc., New York, as account executive.

THOMAS J. DEEGAN Jr., former director of public information with American Airlines Inc., Nov. 15 joins Abbott Kimball Co., New York, as vice-president in charge of public relations.

MARY ELEANOR REESE, former copy chief of Paris & Peart, New York, has been named copy chief and account supervisor, Ben Sackheim Inc., New York.

The Largest TRANSCRIPTION LIBRARY
TO FILL ALL REQUIREMENTS
•
AMERICAN FOLK MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

THE SMART SET
WHO DINE AT
ANTOINE'S

OR THE SMART
HOUSEWIVES
WHO SHOP AT
THE CORNER
GROCERY

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

'LOVE THAT WOMAN! When Joan Schafer picked up yesterday's mail at KFI for her daily participating program, "WHAT DO *YOU* SAY?", she was the joyous recipient of a great testimonial for singing commercials. (And if you're new here, "WHAT DO *YOU* SAY?" is primarily a woman's Vox Pop wherein protagonist and antagonist for any subject can have his written say). Anyway, this woman we're speaking of is a champion of the radio rhyme because she never has been able to carry a tune and it is her firm conviction that her two little children never would have learned to sing had they been denied those lilting jingles that tell of something for sale. There is an opening, incidentally, on "WHAT DO *YOU* SAY?" for a participation. See your KFI Representative for complete details. Air time: 10:15 a.m. daily except Thursday.

POETS CORNER • That mellow old philosopher, TOM OWENS (KFI daily at 6:15 a.m.) who is now in his second year of chatting to Los Angeles early risers between a variety of musical recordings, turns out to be the poet's best friend. The occasional reading of a poem on his participating show started local wordsmiths to sending him their efforts. This week TOM OWENS made a count of the unsolicited poetry received and was surprised to find the monthly average tops one hundred!

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Luxembourg

(*Continued from page 60*)

time of Potsdam Declaration and other joint pronouncements.

Talents of American, British, French and other Allied personnel were blended to provide this service. News-writing and translation staffs worked on an 18-hour basis, aided by production, policy and censorship integration together with efficient front-line intelligence. Thus developed the reputation of "being in most instances first on the air with important news and comment on the progress of the war."

Heavy Output

Last spring the station was supplying 5,000 to 10,000 words per day of news, special events and intelligence to OWI in New York. BBC was provided an average of 30 minutes of material daily, with recordings sent via courier to Paris for landline relay to BBC which used it in the German Section of its European Service.

Several hours per day of shortwave operation were provided the 12th Army Group for news and talks to U. S. networks and press.

When American forces were advancing into Germany last February frequent field reporting and recording expeditions were sent out from Radio Luxembourg into German occupied territory.

Special newscasts and commentaries were started March 27 by the 21st Army Group and presented for British troops. The 12th Army Group radio detachment left the station April 12 and moved into Germany, but continued to send tape recordings for broadcast.

Along with other commentators, Col. Rosenbaum spoke regularly in German and French as "an American lieutenant colonel". He frequently went to front-line areas for observation and interviews with German civilians and prisoners, often taking recording equipment.

The news sources included files of commercial agencies as well as those of PWD, SHAEF and captured material. Foreign broadcasts were carefully monitored.

Music Used

Music was used liberally. At first the big station record library was employed, but live talent was soon added. Music by Nazi-banned composers got special attention.

Darkest of the weeks at Radio Luxembourg was the Rundstedt bulge in mid-December last year. Word of the approach of German troops was received Dec. 17. They were only a few kilometers from the transmitter. Some vital parts from the transmitter were sent to Verdun for safety and plans were made to get out in a hurry.

Officially, this happened: "Owing to hardening of the military situation, the transmitter was reassembled and transmissions were resumed at 2300 hours on 23 December 1944. The special Christmas programs designed for 24 and 25 December 1944 were produced in full."

Last January Luxembourg City was under German fire from rocket bombs. Several nights there were many hits near the studio building, but it was never struck. Occasionally it was strafed from the air.

Emphasized after V-E Day was world news and news from inside Germany. This has been treated factually, supplementing the columns of newspapers published in the American Zone. Aims and methods of the American military government have been expounded, supplemented by educational programs. These went into German history, Nazi corruption, concentration camp revelations, Nazi economic methods, how American democracy works, reconstruction and themes of the sort. Displaced persons in Germany were addressed in many languages and news was fed from their home countries.

British and French interests are understood to be dickering for the station, owned by Compagnie Luxembourg Eoise. This company is 20% owned by the French government and 80% by individuals. It was turned over to the owners by the State Dept. Interim International Information Service, successor to OWI.

CKTS on Air Soon

CKTS Sherbrooke, Que., new 250 w station, is to begin operation on 1240 kc after Jan. 1, according to Manager A. Gauthier.

Jax Beer Finds Sportscasting Effective Advertising Medium

USING radio as its principal advertising medium, the Jackson Brewing Co., New Orleans, believes in reaching its potential customers through programs the customers like. In the deep south it's sports and Jax beer dominates the field in sportscasts ranging from blow-by-blow action to football scores and flashbacks of famous events.

Jackson Brewing Co. and its agency, Anfenger Adv. Agency, St. Louis, through the latter's New Orleans office, discovered that beer drinkers like sports. So that type of broadcast was taken on all stations in New Orleans, plus outlets throughout Louisiana, Texas, Mississippi, Alabama and northern Florida, where Jax beer is distributed.

Anfenger also places other types of programs but in the sports broadcasts Jax beer is the leading sponsor. In New Orleans alone there are six such programs weekly—some daily except Sunday. Five other shows are sponsored on New Orleans stations.

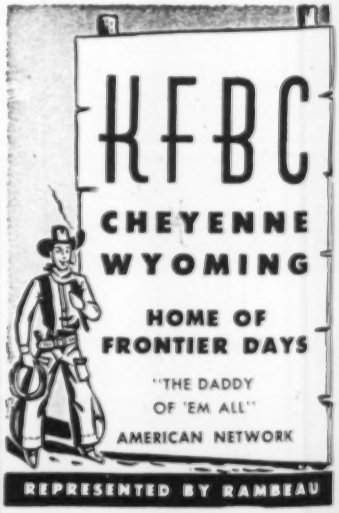
Here's a list of the Jax sports programs in New Orleans: *Jill Jackson-Sports*, featuring feminine commentator, only woman to vote with male editors in *Esquire's* annual sports poll (shares honors with Grantland Rice, Roundy Coughlin and Harry Wismer in annual New Year's eve sports broadcast); *Cavalcade of Sports*, a flashback, featuring John Kent, Bill Brengel and Miss Jackson, on WWL New Orleans; *World of Sports*, 5:45 p.m. daily except Sunday on WWL; *Jax Sports Page*, 6:30 p.m. daily except Sunday, on WNOE, featuring John Lester, *New Orleans Item* columnist; *Time Out With Johnny Lynch*, 5:15 p.m. Thursdays, WWL; *Jax Sports Review*, with Bill Warner, also six-weekly.

In addition Jackson Brewing Co. sponsors these programs in New Orleans: On WDSU, *Korn Kobblers*, 3:15 p.m. Monday through Friday; *Jam Session*, 6:45 p.m. daily except Sunday; *Midnight Dancing Party*, midnight-2 a.m. daily except Sunday; *Backfage Talking* (American net), 12 noon, Monday through Friday.

On WWL, *Whaddya Know*, comedy quiz, 6:30-7 p.m. Saturdays; *Date With Music*, 6:15 p.m. Tuesdays and Fridays.

Anfenger agency uses display space in the New Orleans newspapers to call attention to the Jax beer programs. Agency officials modestly say it's difficult to "put a finger" on the capacity business being done by Jackson Brewing Co., but they admit that listeners' comments serve as a pretty good yardstick. Listeners like sports and they can't avoid the Jax advertising messages in New Orleans because Jackson dominates the sports broadcast field.

For those who like music and quiz shows—well Jax serves them up, too. Anfenger believes that by dominating the field competitive programs haven't much chance against the Jax-sponsored shows.



WHEN YOU HAVE INS, you don't have to stand pat on the news cards first dealt you...You can draw more cards...You can improve your hand...All the news is yours. Radio stations get exactly the same reports as newspapers—not just a skeletonized selection made by some editor in a distant city without knowledge of, or regard for, your local needs. With INS you can keep on drawing until your newscast becomes a royal flush.

INTERNATIONAL NEWS SERVICE

SHREVEPORT, LOUISIANA
STACKS UP!
among the 12 cities of
115,000 to 125,000 population
12TH IN POPULATION...
- 4th in Buying Income (thousands of dollars)
- 1st in Drug Sales
- 4th in Lumber, Building, Hardware Sales
- 9th in General Merchandise Sales
- 4th in Per Capita Income

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

"A SLICE OF PROGRESS"

KSOO SIOUX FALLS, SO. DAKOTA
1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

COMMERCIAL

H. H. HOLTSHOUSER, for eight years national sales manager of WAPI Birmingham, Ala., has been named head of the new Atlanta office of Radio Sales, spot broadcasting division of CBS, located at 101 Marietta St. Bldg. Phone is Jackson 5960.

BERNE W. WILKINS, radio director of Sterling Adv., New York, has been appointed commercial manager of KFWB Hollywood.

Mr. Wilkins

ADOLPH W. LEFLER, released from the Navy, has rejoined the traffic department, western division, of NBC Hollywood.

LOUIS SHERWIN SIMON, with release from Merchant Marine has joined KSFO San Francisco as account executive. He previously held similar post with KYA San Francisco and Allied Adv. Agency.

WMOB Mobile, Ala., has appointed Branham Co. as representative effective immediately.

DANIEL E. SCHMIDT 3d and **DONALD J. MERCER** have returned to NBC after military service as captains in the U. S. Army and have joined the sales staff of the Radio Recording Division. From 1937 to 1941 Schmidt was connected with the division's program department. Mercer was a member of the advertising and promotion department from 1937 to 1941 when he was appointed assistant to the promotion manager of the Radio Recording Division, serving in that position until he entered the Army in 1942.

BILL SHAW, former account executive with CBS San Francisco, released from the Army as lieutenant, returns to network Hollywood sales staff Dec. 3.

J. W. TOWNER, office manager of KMPC Hollywood for two years, has been named commercial traffic manager. **OREN G. MATTISON**, with honorable discharge from Navy, has resumed post of station office manager.

MERRITT R. SCHOENFELD, former assistant general manager of central division of American, has been transferred to New York to take over a special sales assignment reporting directly to **C. P. JAEGER**, vice-president in charge of sales.

CAPT. AL VAUGHAN, account executive of KOIN Portland, Ore., has been named Portland "Citizen of the Week", an honor proclaimed on 550 car cards of Portland Traction Co. Recognition is for work as squadron commander in Civil Air Patrol in surrounding area in Oregon and southwest Washington. He has volunteered his efforts in the AAF auxiliary service since February 1942, supervising cadet training for pre-flight induction in AAF on all aviation subjects. Vaughan is third KOIN member to be so honored.

Capt. Vaughan

BILL DAVIS, former announcer of KDRO Sedalia, Mo., rejoined the station Nov. 1 as sales manager, following discharge from AAF.

IVOR KENWAY, American director of advertising and promotion, addressed advertising students at William & Mary College Nov. 8 on "Radio as an Advertising Medium".

HOMER GRIFFITH Co., Hollywood, for seven years regional stations representative, has expanded to national operation with opening of New York and Chicago offices. **JOHN LIVINGSTON**, one time manager of Hearst Radio Sales on the Pacific Coast and more recently West Coast representative of Spot Sales Inc. (syndicated transcribed programs), has been made New York manager. Offices have been established at 330 Madison Ave. **AL HALUS**, formerly of WLS Chicago and freelance writer-producer-actor for 11 years, heads firm's offices established in that city at 612 N. Michigan Ave. San Francisco operations are now managed by **DAVID WILLIAMSON**, formerly of KFRC San Francisco. **EDITH OLSON** has rejoined that office as his assistant. **GILBERT WELLINGTON** continues to head Seattle branch. **MR.** and **MRS. HOMER GRIFFITH** head national organization with headquarters in Hollywood. **WALTER MILES**, formerly of Paul H. Raymer Co., is Hollywood account executive, as are **GEORGINA SMALL** and **GLADYS MacRERY**. Firm will continue to specialize in representation of 11 western states.

Mr. Livingston

Mr. Griffith

EDWARD A. STOCKMAR, sales traffic manager of NBC central division, Chicago, has been promoted to facilities manager effective Jan. 1. He will continue to supervise NBC traffic in Chicago.

STANLEY BOCK, formerly with WKBV Richmond and WIBC Indianapolis, has joined sales staff of WGL Fort Wayne. He served in Army from May 1943 to March 1944, then was salesman for Northern Mutual Casualty Insurance Co. in Indianapolis.

GUSTAV K. BRANDBORG, commercial manager of KVOO Tulsa, has been elected president of Tulsa Kiwanis Club.

PHILIP RILEY returned to KIRO Seattle Nov. 1 as national sales service director upon release from the Navy. A lieutenant, he was on Adm. Nimitz' staff.

RAY RHODES, formerly with the sales departments of San Francisco stations KPO KGO and KFRC, has been appointed general manager of the Paul H. Raymer Co. San Francisco office, effective Nov. 12.

DAN PARK has rejoined the sales staff of KYW Philadelphia after serving 57 months in the Army. He was first of station's employes to enter service in February 1941. He advanced from private to captain in AAF.

Big Goldwyn Budget

SAMUEL GOLDWYN Productions Inc., Hollywood, using radio along with other media, will spend between $1,500,000 and $2,000,000 to advertise and exploit five forthcoming motion pictures. Placement will be through Donahue & Coe, New York. Banner bearer will be the new Danny Kaye technicolor comedy, "The Kid from Brooklyn", with an advertising budget of $300,000. Nationwide buildup for the novel, "Glory for Me", written by MacKinlay Kantor which will be made into a motion picture will follow. Augmented radio advertising and exploitation will be used. Audience Research Inc., Princeton, will conduct nationwide research as background for the Goldwyn advertising expansion.

News

BILL CAREY has joined the sports and special events staff of WQAM Miami, after his release from the AAF. As a B-17 pilot, he served 22 months in ETO. While in German prison camps he "broadcast" to fellow prisoners through a Red Cross PA system. Before joining the service he was announcer with WRUF Gainesville, Fla.

WILLIS (Bill) ROSS, released from the Army as major following five years of service, has been appointed to staff of KALE Portland, Ore., to handle special events. Part of his time in service was spent in Pacific as special service officer for 96th Division. He formerly had been announcer - producer with KHQ Spokane and in charge of news and special events at KGW-KEX Portland.

Mr. Ross

BILL GRIFFITH, former news editor of KCKN Kansas City and one time acting city editor of Kansas City Kansan, is new member of KMBC Kansas City news staff.

JOE McCAFFREY, CBS Washington correspondent at WTOP and retired Navy officer, married Toni Barrington on Navy Day at Pelham, N. Y.

ROBERT F. HURLEIGH, news director of WGN Chicago, is touring eastern U. S. for special series from plants of aluminum industry. He did similar series on automotive industry in September, got exclusive interviews with Henry Ford 2d and J. R. Davis, who were scheduled to broadcast day Ford workers went on strike.

ROBERT ST. JOHN, NBC commentator, is on 50,000-mile lecture tour in states east of the Rockies.

RICHARD EISIMINGER, news editor of NBC Hollywood publicity department, has married Leona Baryo of Glendale, Cal.

BOB ANDERSON, CBS Hollywood newscaster, is father of a boy.

STAN LOMAX, WOR New York sports commentator, is author of a series of sports articles in bi-weekly Football Form Magazine. First article appeared in Nov. 10 issue, "Form From Coast to Coast".

HOWARD SCHREIBER, assistant special events director of WFIL Philadelphia, has resigned.

TIM LEIMERT, CBS war correspondent, after 15 months in the Pacific theater has returned to the U. S. and currently is in Hollywood.

WFIL Honored

CITY BUSINESS CLUB, composed of Philadelphia business and industrial leaders, cited WFIL Philadelphia for consistent public service to the community. The citation was awarded specifically to WFIL's *This Week in Philadelphia*, Sunday news digest program. Presentation was made Nov. 1 at a luncheon. Roger W. Clipp, president of WFIL, accepted for the station. A second presentation—to John D. Scheurer, writer-producer of the program—was broadcast on *This Week In Philadelphia* on Nov. 4. Now sponsored by Crawford Clothes, the program was formerly aired in behalf of Sun Shipbuilding Co., Chester (Pa.), and the 7-Up Bottling Co. of Philadelphia. Previous club citations have been awarded to C. Aubrey Smith, noted British actor; Edward Tomlinson, commentator and Latin American authority; George V. Denny Jr., moderator of *America's Town Meeting of the Air*.

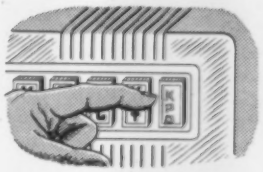
Some folks like to count stars

–but folks in *Northern California* like

to listen to 'em over KPO:

whose Parade-of-Stars programming and

50,000 watts power make it the station

listened to most  by the most

people – that's why you'll want to use

KPO in *Northern California*

to sell your product.

FIRST in Northern California

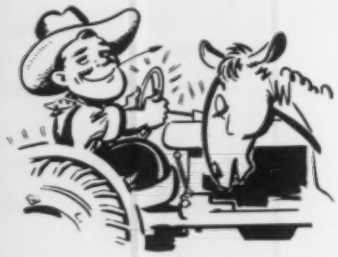
KPO 50,000 watts

Represented by NBC SPOT SALES

SAN FRANCISCO

DREAMS ARE COMING TRUE IN IOWA!

Do you picture a farmer as a man to whom the purchase of an aging work-horse would present a problem in financing? Well, Iowa farmers think nothing of paying cash for tractors, or for a complete set of implements for it—when they're available!



Without touching their huge reserve of tucked-away War Bonds they're able to buy *any* available luxury or necessity. And why not? Even back in '43 their average income was $7,672; last year it was at least 20% more, thus topping the $8,000-mark. And today, in 1945, the figure is still rising!

But being Iowans, they're not buying silk hats and tuning in night-club-type programs. Their letters to their favorite station, KMA (more than twice as many as any other station in this area receives) prove they still prefer their own type of music and entertainment to anything else. Iowa people still like to hear announcers giving news and farm information (*plenty* of it) in their own midwestern accents. They *like* the friendly, neighborly kind of talk they hear over KMA.

Let us tell you more of KMA's story. It's the story of *personalized programming* for your best customers and prospects!

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

STRAUSS TUNE USED IN CATCHY BEER AD

ASCAP may not admit it, but just about the most popular tune in Chicago is a little ditty borrowed from Johann Strauss' "Artists Life" and used to plug the sudsy product of Schoenhofen Edelweiss Brewing Co.

With programs on WBBM WENR WMAQ, Chicago listeners are reminded to "Drink Edelweiss, it tastes so nice, drink good old Edelweiss" to a musical background of 16 bars of Strauss as vocalized on a Sonovox. Olian Advertising Agency, Chicago, which originated the commercial, says it plans to make use of Western, hillbilly, Southern and other types of American folk-song tempos in the near future.

Edelweiss is currently sponsoring Studs Terkel's *Wax Museum* and *Down The Edelweiss Trail* on NBC-WMAQ; *Grand Jury* and nightly newscasts on CBS-WBBM; *Edelweiss Hour Glass* and Paul Harvey and the News on American-WENR.

I. J. Wagner, of Olian, who created the "Drink Edelweiss" lyric, says he first heard the Strauss music as used by "Madman Monks", the California used-car tycoon. Writing the four-line verse was easy and when a few days after it first went on the air people began calling the agency asking for the title of the music, he knew he was "in". After more than a year of daily use, people are still calling up and even more important, Mr. Wagner says, the sponsor's product is enjoying one of its greatest years.

Marquis Speaks

ARNOLD MARQUIS, writer-producer of *Pacific Story* for NBC, told the third annual meeting of Intermountain Radio Council, held at Salt Lake City, that "freedom of the air waves is essential to good government." Noting that any dictator's first move has been to seize control of radio stations, he said: "By means of radio, they can reach many persons including those who cannot read or write, and control political affairs." Other highlights of the council meeting included a study of a thesaurus of broadcasting, prepared by a council committee headed by Emerson S. Smith, KDYL Salt Lake City program director, as a layman's guide to better programs; a television demonstration at KDYL Radio Playhouse; and start of work on a proposed series of dramatic transcriptions for wide use in Utah during the centennial program in 1947. The dramatic programs will be based on the theme, "Youth Carries the Torch," and will be produced under direction of Louise Hill Howe, director of KSL Salt Lake City Players and member of U. of Utah faculty. Dr. Roald F. Campbell, U. of Utah education department, is chairman of Intermountain Council.

INCOMING and outgoing were saluted by WJTN Jamestown, N. Y., in party at a Chautauqua county barn. Left to right, Jay E. Mason, president; Dayton S. Wilkins, retiring manager, and Simon Goldman, present manager just back from service overseas.

New Horizontal Antenna Is Installed by WBKB

NEW horizontal antenna was being installed atop Balaban & Katz television station WBKB Chicago last week, A. H. Brolly, chief engineer, announced.

Antenna will enable WBKB to increase its signal output so that receiving set owners on Chicago's west side will get a clearer image than heretofore, Mr. Brolly said. Regular WBKB programs will not be interrupted by the installation, which will be completed by Dec. 1.

"Viewers all over Chicago will benefit from the increased output, Mr. Brolly declared, "particularly those on the west side and its suburbs." Transmitter tower is located on the roof of the State Lake Building.

NFTC Meet

NATIONAL FOREIGN TRADE Council will hold its 32d convention in the Waldorf-Astoria, New York Nov. 12-14. Advertising conditions around the world will be discussed at a special dinner at the Roosevelt Hotel, New York, Nov. 12 under auspices of the Export Advertising Assn.

McCall Heard

RADIO and newspaper editors should not count on being able to purchase Army or Navy electronics equipment "in any appreciable amount" because they will not be generally released, R. Floyd McCall, assistant sales manager of communications and electronics division, Galvin Radio Corp., Chicago, told members of Illinois Associated Press Editors and Publishers on Nov. 3 at the Sherman Hotel. Discussing "walkie-talkies" and "handy-talkies" for news reporting, Mr. McCall said "the handy-talky is not only cumbersome, but has a range of only five miles. We are now developing an improved model which will weigh somewhere between 5 and 10 pounds and which can be used to contact a 'central station' such as a police or press car."

TAMALPAIS FM, TV CENTER IS PLANNED

REPRESENTATIVES of applicants for FM and television broadcasting sites on Mt. Tamalpais, in Marin County across the bay from San Francisco, met with William D. Pabst, general manager of KFRC San Francisco, Don Lee outlet, to discuss plans looking to development of Tamalpais as an FM and television broadcasting center for the Bay area.

Don Lee Broadcasting System has first option for a site with the Marin County Water Co., owners of the mountain. Other applicants are KYA San Francisco, which was represented by Don Fedderson; *The Examiner*, by Grove Fink; *The Chronicle*, by C. E. Gilroy; Television Productions Inc. (Paramount Pictures), by Claus Landsburg; and Globe Wireless.

Plans were made for complete cooperation between the applicants in allocating sites so as to cut time-wasting friction and furnish San Francisco with both FM and television without delay. Mr. Pabst, who will act temporarily as liaison between Marin County Water Co. and the applicants, said that, barring radical change of policy or of frequency by the FCC, KFRC would be able to furnish San Francisco with FM service in six months and television in nine months.

"Now, better look good! Earl Harper is broadcasting this game!"

And sport fans are a tremendous audience. That's why WJW has built the greatest SPORTS schedule in Cleveland.

DAILY...The Shell Oil Company features SPORTS in their Shell Digest.

DAILY...Texaco presents a late evening round-up of SPORTS...

SUNDAY... Bryant-Heater follows the Cleveland Rams to bring Clevelander's the play-by-play...

SATURDAY...Texaco broadcasts the outstanding college football game of the week.

FRIDAY... Gillette Fights...

THURSDAY... Chisholm Boot & Shoe presents Pat Patterson talking about ALL OUTDOORS...

WEDNESDAY...Mail Pouch Tobacco's, FISH AND HUNT CLUB.

MONDAY... Adam Hat Fights...

Yes...when Cleveland sport fans go into a huddle you can be sure they're listening to WJW...

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

the Little station with a big Wallop

THE ONLY STATION WITH A CLEAR SIGNAL IN THOUSANDS OF IMPORTANT HOMES

WMAM

Marinette • Wisconsin

WMAM blankets Northeastern Wisconsin and Upper Michigan. Secondary coverage includes Western Lower Michigan directly across the Lake.

Geographic ground conditions make WMAM the BEST LISTENED TO station in a great market. Achievement results from a combination that "clicks." Here's ours—WMAM—570 ON THE DIAL—NBC! That middle link is important, for 570 on the dial is a time buyer's dream. It means virtual 5000 watt coverage at 250 watt rates. You can't cover Upper Michigan or Northeastern Wisconsin with any other one station. Get a whale of a lot for your money and buy the "little station with the big wallop." Write for details and Hooper survey.

570

BRANCH STUDIOS IN STURGEON BAY, WIS. • IRON MT., MICH.
JOSEPH MACKIN, MANAGER

Representatives: Howard A. Wilson Co. • Chicago • New York • San Francisco • Hollywood

WDOD SINCE 1925*

*THE BEGINNING OF RADIO IN CHATTANOOGA

CBS doing the best job in Chattanooga

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

First in Chattanooga

PRODUCTION

FRANK ESCHEN, program director and sports and special events announcer with KSD St. Louis before entering AAF two years ago, has returned to the station. RICHARD JAMES DUTSON also returns to station after four years in RCAF as pilot. He is dramatic writer and producer.

RUTH NADEL is new continuity writer and director of women's programs for WWVA Wheeling, W. Va. She is graduate of NBC-Northwestern U. Summer Radio Institute. ROBERT SANTO has returned to WWVA announcing staff following recovery from serious accident suffered in August of this year.

ROSS E. GORDON is new announcer with WWL New Orleans. He is former chief announcer of WDBC Escanaba, Mich.

TED LEE is new announcer with WOWO Fort Wayne, Ind., shifting from WISH Indianapolis. SHIRLEY WAYNE has returned to WOWO as script writer.

DICK HAZEL, released from AAF as major, has returned to CBS Hollywood as contact producer. LT. JAMES MURPHY of AAF has resumed post as network sound effects engineer in Hollywood.

DICK GILBERT, WHN New York disc-jockey, resigns from the station after four years association effective Feb. 1.

ALBERT J. HOFFMAN, released from AAF after five years service, rejoined WOR New York last week as assistant to NAT ABRAHAMSON, manager of WOR entertainment department.

BENNETT LOWERY, CBS employment manager, is father of a girl.

BILL BLIVEN of the CBS construction and building operations' drafting room has recovered from a two-months' illness with pneumonia.

ROBERTO UNANUE, CBS assistant director of shortwave broadcasts, has recovered from a major surgical operation at Doctor's Hospital.

PATRICK CAMPBELL, station relations director of Don Lee Broadcasting System, Hollywood, has temporarily taken over additional duties as program manager. WALTER JOHNSON resigned post to become radio director of A. & S. Lyons Inc., Beverly Hills, Cal., talent service.

EDWIN BUCKALEW, CBS western division stations relations field manager, is on two-week tour of western affiliates.

ART BALINGER, with release from armed forces, has rejoined NBC "Sealtest Village Store Show" as announcer.

BART YARBOROUGH, who portrays Clifford in NBC "One Man's Family", has been signed for role in Columbia Pictures short feature film with BARBARA JO ALLEN (Vera Vague).

ROBERT HIESTAND, released from U. S. Navy, has rejoined KFI Los Angeles as production manager.

DAVE ELTON, Hollywood producer of Young & Rubicam, has shifted to New York for eight weeks or more with NBC "Time to Smile" program.

BILL REID, for two years with CKWX Vancouver, has joined the announcing staff of CKEY Toronto.

BRUCE STARR, former announcer of WGES Chicago, has joined KGFJ Los Angeles.

DICK JOY, Hollywood announcer shifts to New York for five months for assignment on CBS "Danny Kaye Show".

GEORGE R. SANDERS, announcer, has been promoted to program director of KWKW Pasadena, Cal. He succeeds MARSHALL FARNUM who resigned to freelance as announcer.

LOUIS JACOBSON, who formerly produced programs in Chicago for J. Walter Thompson Co., has joined the production department of American in New York.

EDDIE CANTOR has been named chairman of the 1946 March of Dimes of the Air for the ninth consecutive year.

RED SKELTON returns to the air Dec. 4 after absence of two years as replacement for HILDEGARDE under sponsorship of Brown & Williamson Tobacco Co. (Raleigh cigarettes) on NBC, Tuesday 10:30-11 p.m. Hildegarde moves Dec. 5 to SIGMUND ROMBERG spot on NBC, Wednesday 8:30-9 p.m. Agency is Russel M. Seeds Co., Chicago.

FRED JORGENSEN, released from Merchant Marine, has returned to KPO San Francisco as announcer.

CIRCUS interview features tour of show with Duena Zacchini, Polack Bros. Circus aerialist, for Monette Shaw (l) and Martha McNeel (r) of "Texas Today" program sponsored on WOAI San Antonio by Joske's of Texas, dept. store.

KAY WESTFALL, chosen radio queen of Chicago by the press at Actors Club of Chicago, was crowned Nov. 10 at annual Antics Party of American Federation of Radio Artists at the Stevens Hotel. Miss Westfall is heard on "Jack and Jane", "Bachelor's Children" and other dramatic shows originating in Chicago.

WILLIAM S. KEIGHLEY, Hollywood producer-director recently discharged from AAF, has been appointed regular producer of Lever Bros. "Lux Radio Theater" on CBS. Agency is J. Walter Thompson Co., New York.

ALEC PETRY, on leave of absence for three years while serving in AAF Weather Squadron in Arizona, has rejoined NBC Hollywood as music library manager. LOUISE YANDALA has been shifted to studio assignments desk replacing MARJORIE MOLINE who resigned to become junior partner in dress stylist firm.

RALPH D. HERBERT, former special events and public services director of KIDO Boise, Ida., has joined KSFO San Francisco program department. He previously was associated with various Seattle stations and agencies.

GEORGE CREAMER, producer-director for NBC, has resigned to freelance.

NORMAN CORWIN, CBS author, producer and director, has been awarded a citation by the Assn. of Teachers of Social Studies of New York in recognition of his "distinguished contribution to the use of radio as a medium of teaching the social studies." Citation was presented at the annual meeting of the association at City College, New York.

ROBERT B. CALLAHAN, released from the Infantry as T/4, has returned to WINX Washington production staff. He was with station prior to his 19 months service overseas, and before that was with NBC Washington for four years.

EDDIE EDWARDS, for 13 years producer, actor and sound effects technician for KMBC Kansas City, has returned to the station following absence of three years in Maritime Service.

GORDON SHAW, just released from the Maritime Service where he was a pursers pharmacist's mate, last Monday was named production man at WMAL Washington. He was formerly with WLOK Lima, O., WCOL Columbus, O., WLW Cincinnati and WWJ and WJR Detroit as announcer, newscaster and producer.

T/5 BILL ROBBINS, former announcer at WCKY Cincinnati, is now in Japan as part of two-man team operating

(*Continued on page 72*)

Business Leaders plan for *Louisville!*

☆ The Mengel Co. *plans . . .*

FROM a modest start in 1877 the Mengel Company, founded by Col. C. C. Mengel, has grown until, today, it is doing an annual business of over 26 million dollars. We are the leading producer of corrugated containers and the largest manufacturer of hardwood products in America. In the Louisville area, alone, Mengel operates five plants, including one of the largest and most modern woodworking plants in the country.

Mengel's plans for the future, through research, product improvement and expansion into new fields, will mean continued growth and increased employment for its three main divisions:

The Container Division, which twenty years ago pioneered the strong, lightweight container, has continued its progress. During the war, we were the first to produce in quantity the weatherproof type corrugated box needed so widely for overseas shipments to the armed forces. With no reconversion problem, the Container Division is ready to turn out boxes of various types for a list of customers of long standing in the cigarette, soap, food, and many other fields.

The Plywood Division looks for large expansion, due to the impetus which plywood has received during the war. This division, which produces mahogany veneers, plywood and flush doors, like the Container Division, will merely shift from war to peacetime users. The manufacturing of plywood flush doors, which were completely out of production due to war, will be resumed immediately.

The Furniture Division will shift quickly from the production of wooden boxes for military use, parts for truck bodies, army cots, etc., to the manufacture of furniture and furniture parts. As soon as conditions permit, this division will inaugurate a program which has been under development for five years, of selling nationally advertised and branded furniture and department stores. Being completely integrated from forest to finished product, Mengel plans to offer the consumer the greatest values in furniture history.

Mengel operates plywood warehouses through a subsidiary U. S.-Mengel Plywoods, Inc., which also has headquarters in Louisville; and we also operate the Flexwood and Flexglass Division, which we will continue to expand in the postwar period.

ALVIN A. VOIT, *President*

☆ The Cochran Foil Co. *plans . . .*

ALUMINUM foil played an important part in World War II. In addition to being necessary for war-time packing it was used successfully for anti-radar purposes. Thus at the start of the war it was only necessary for us to step up production to meet the demands of our Government contracts. We are proud to say we were able to do this. We are equally proud that we were able to further expand our facilities so as to produce 37-mm. shot, armor-piercing fuses and aerial bomb fuses.

The end of the war brought very few reconversion problems. Some of the Government-owned machinery will have to be reconditioned and shipped. This, however, will require only approximately sixty days. In the meantime our production of aluminum foil is going right ahead on the same expanded basis. The demand for aluminum foil is greater now than ever before. Our present plans call for three and one-half times the number of employees we had in pre-war days and this will be increased when our export business starts, which we hope will be in the very near future.

ARCHIE P. COCHRAN, *President*

No 5 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS

Serving

The Third Largest Market

in the

Fourth Richest State

•

W C O L

COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.

When you think of

SHERWIN-WILLIAMS

you think of

The Metropolitan

OAKLAND *Area*

For here this world-famous paint company has its Pacific Coast office and factory (less than two miles from the KROW studios) serving the Pacific west and now ready to serve the Pacific Ocean area. So you think of—

K R O W

—which covers the vast and wealthy Oakland Area—the area which is holding its war-time growth—the area which will continue to grow in numbers and in purchasing power. Something to think about when preparing schedules!

•

Radio Station KROW, Philip G. Lasky, Gen. Mgr.
19th Street at Broadway, Oakland 12, California

COVER THE EARTH
SHERWIN-WILLIAMS PAINTS

Radio Advertising Co.
National Sales Representatives

PRODUCTION

(Continued from page 70)

Radio Tokyo. In letter to **REX DAVIS**, WCKY news editor-in-chief, he described details of arranging man-on-the-street program, something entirely new to the Japanese citizen.

PATRICIA HOOLEY, program director of WPAY Portsmouth, O., has announced her engagement to Lucien Doty Jr. She resigned from WPAY Nov. 5, but is continuing to serve in an advisory capacity. **H. W. APEL**, former announcer, has been named program director.

IRWIN A. JOHNSON, who left WBNS Columbus, O., to join WGBS Miami, has returned to WBNS to resume his role as "Early Worm" and director of developmental programs. Former professor of modern languages at Ohio State U., he became parttime announcer of WBNS in 1933 and chief announcer in 1939.

HUGH FERGUSON and **JOHN FRANKLIN** have returned to WCAU Philadelphia as announcers, after service in Marines and Army, respectively. Both were captains.

JACK A. KINZEL has rejoined KIRO Seattle announcing staff after several years service in Navy.

MIKIEL BROWER, script writer of WJW Cleveland, has resigned to move to Chicago with her husband, who has been transferred there by United Air Lines.

BEN HAWTHORNE, former early morning man on WTIC Hartford, has been released from the Army and returned to station to conduct "Breakfast With Ben" program.

KATHRYN COLE of NBC "Welcome Home Auditions" has been selected as one of American Magazine's "Interesting People" in December issue, which states that "busy as she was being wife, mother, and grandmother, she still had time to help build 'Air Jobs for GIs'."

DOUGLAS GREIG has rejoined the announcing staff of CJCA Edmonton, after four and a half years in the RCAF as radar technician overseas and radar instructor in Canada.

TED BENTLEY, announcer of KECA Hollywood, has taken an extended leave of absence to complete novel he is currently writing. Book is based on his short story, "Morning Swim", included in anthology of crime fiction, "Sporting Blood", compiled by Ellery Queen and published by Little, Brown & Co.

LOU HARTMAN, released from Maritime Service and formerly with KOCY Oklahoma City, has joined KROW Oakland, Cal., as announcer.

JOHN BOLHEYE, former announcer of KXL Portland, Ore., has joined KWKW Pasadena, Cal. **ALEX COOPER**, KWKW announcer, has resigned to freelance.

HAL WOLFE, released from the Marines, has rejoined KPO San Francisco as announcer.

MEL HUNT, former announcer of KFI Los Angeles, has joined KECA Hollywood. **IRVING HOWARD**, formerly of NBC Hollywood is also new to KECA staff.

SGT. FRANKIE O'CONNOR, Hollywood producer of AFRS "Command Performance", is father of a girl.

MARTIN WICKETT, program director of WTOP Washington, is recovering from an appendectomy.

JOHN CARL MORGAN, released from the Navy as chief warrant officer, is new announcer-engineer with WINC Winchester, Va. He previously had been with WTAR Norfolk and WRTD Richmond.

JOHN J. ANTHONY, human relations counselor on Mutual, is to discuss "What Is Marriage" at Elizabethtown College Nov. 16. Open forum follows address.

TED WEBBE, WPAT Paterson program director and one time auto racer and race track announcer, served as toastmaster Nov. 9 at annual meeting of the Penn-Jersey Auto Racing Club at Norristown, Pa.

ED DAWES, educational director of WFIL Philadelphia, is in Bryn Mawr Hospital following an emergency appendectomy.

OLLIE HOLTON, released from the Army, has joined the announcing staff of WHAT Philadelphia.

MRS. AMERICA (Peggy Payne) is presented special WATL Atlanta, Ga., pin by Dora Castleberry, WATL staffer and All-American basketball player. Stan Reymond, special events announcer of station, airs ceremony description.

WHN COMMENTATOR TELLS OF THREATS

SIDNEY WALTON, WHN New York news commentator, whose scripts were recently requested by the House Committee on un-American Activities, has announced that he and his children have been threatened by violence.

He revealed that the threats began after he had read a speech "made Wednesday evening in the House of Representatives by Congressman Rankin. The previous week I had asserted that Mr. Rankin was running the Committee on un-American Activities—and that he himself was un-American."

Three "thugs" turned up at the studio after he went off the air but escaped in a car when police were called, Mr. Walton stated. On Sunday night he received a telephone message that said, "we didn't get Walton Friday night. But we'll get him tomorrow night—or next week—or next month. But tell him we'll get the kids first."

Mr. Walton has hired a private detective to guard his home.

Cantor Renews Christmas Gift Campaign for Vets

WITH ENTHUSIASTIC endorsement of the American Legion, Retail Drug Assn., National Retail Dry Goods Assn. NBC, and his sponsor, Bristol-Myers Co., Eddie Cantor is renewing his "Give a Gift to a Yank Who Gave" Christmas campaign, which seeks to provide gifts for hospitalized veterans.

Campaign is being promoted by appeals by Cantor on his weekly NBC broadcasts, window streamers sent free to druggists by Bristol-Myers, and special recorded announcements prepared for local stations, in cooperation with druggist and department store heads.

Frederick G. Weper

FREDERICK G. WEPER, 59, copyright expert and arranger with NBC music department, died Nov. 1 after a four-month illness. He had been associated with NBC for the past five years. In 1939 he conducted the orchestra for *Horse and Buggy Days* on WJZ New York. His sister, Mrs. Rudolph Schellenberger, survives.

GATES first made Radio Transmitting Equipment in 1922—centuries ago in terms of the youth of the entire Radio Industry.

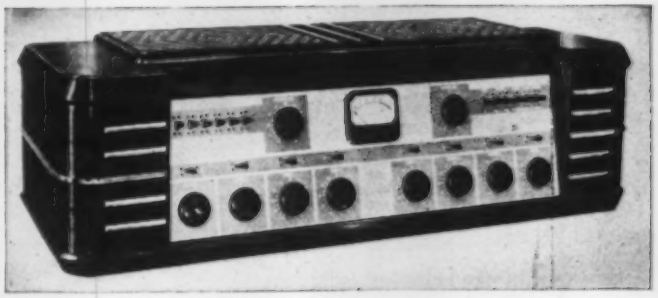
Steadily, since that early beginning, GATES Products have kept pace with—and frequently led—the pack. *Exclusive* devotion to Radio Transmission has made it possible for GATES Engineers to concentrate on vital, constructive designing—and for GATES Workers to reach a high point in precision.

For today's needs—for Post-War needs—rely on the GATES-Way to complete, dependable Equipment!

Be sure to write or call for details about the GATES Priority System for Prompt Post-War Deliveries. GATES RADIO CO., Quincy, Ill.

Engineering Perfection and Eye-Appeal Combine in the GATES Speech Input Console

This DeLuxe Model 30 is a beauty to see—and a marvel of fine engineering. Control is amazingly simple—the result of carefully planned front panel instrumentation. This Console contains complete equipment for all studio requirements in the normal operation of any size broadcasting station.



WRITE TODAY FOR DETAILED BULLETIN

GATES RADIO CO.

QUINCY, ILLINOIS

PROGRESS REPORT

GATES is now in full production on civilian equipment and can make prompt delivery on many popular items.

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

WRNL Sells Merchandise *Even in Nuttsville!*

WRNL 5000 WATTS RICHMOND, VA.

NIGHT & DAY 910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

IN BOSTON IT'S

WHDH

850 on Your Radio Dial

5000 WATTS DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

SPONSORS

42 PRODUCTS Ltd., Los Angeles (hair oil, shampoo), in a 26-week concentrated campaign on Dec. 1 starts using an estimated total of 372 transcribed announcements weekly on 57 western stations. List includes KECA KFI KNX KHJ KFWB KGB KFSD KFMB KARM KFRE KMJ KOY KPHO KTAR KCRA KFBK KROY KXOA KIEM KDB KTMS KERN KPMC KGO KPO KQW KFRC KJBS KALE KOIN KGW KEX KIRO KJR KOL KOMO KFPY KGA KHQ KTYW KIT KMO KTUC KVOA KFEL KLZ KOA KVOD KALL KDYL KSL KUTA KGGM KOB KROD KTSM KFIO. Other stations will be added to list. Agency is Hillman-Shane-Breyer, Los Angeles.

JOSEPH D. BOHAN, vice-president of Sterling Drug Inc., has been elected a member of the board of governors of the Cooperative Analysis of Broadcasting. Nominated by the Assn. of National Advertisers, he will serve as one of the four advertiser members of the board.

Mr. Bohan

HAROLD R. DEAL, advertising and sales promotion manager of Tide Water Associated Oil Co., has been elected president of Western States Promotion Council, composed of groups engaged in promotion of tourist travel in the West. He succeeds **TED HUGGINS** of Standard Oil Co., who resigned because of transfer by company.

XZIT SOOT ERADICATOR, Los Angeles, new to radio, in a six-week campaign which started Nov. 4 is using a heavy daily schedule of transcribed announcements on 24 western stations. List includes KGA KOMO KIEM KOL KIDO KFBB KTFI KUJ KOH KFPY KXL KEX KFJI KFBK KCRA KSEI; Intermountain Network (KALL KLO KOVO KOAL KVNU); Z-Bar Network (KGIR KPFA KRBM). Agency is Steller-Millar-Ebberts Adv., Los Angeles.

HORNBLOWER & WEEKS, New York (investment securities), has announced series of radio tests to be placed through Abbot Kimball Co., New York, in conjunction with its offices in various cities. First test consists of five-weekly 6:10-6:15 p.m. period on WPRO Providence, R. I., and features day's stock market averages and about 60 quotations.

CONRO Mfg. Co., Dallas (overalls, work clothes, uniforms), has started thrice-weekly quarter-hour western type musical programs on 15 stations of the Texas State Network. Stations include WRR KFJZ KRRV KPLT KCMC KFRO WACO KTEM KNOW KABC KBWD KRBC KGKL KBST KRLH. Agency is Grant Adv., Dallas.

TELPIC SALES Inc., New York, to promote "Eyes of the War", photographic record of World War II, on Nov. 5 started for 26 weeks, sponsoring daily "Top o' the Mornin' " on KFWB Hollywood. Agency is O'Neil, Larson & McMahon, Chicago.

BIZET Co., Los Angeles (perfumes), in a 13-week test campaign has started sponsoring thrice-weekly quarter-hour participation in "Make Believe Ballroom" on KFWB Hollywood. If test is successful firm will expand radio advertising to include Pacific Coast stations. Agency is Charles H. Mayne Co., Los Angeles. Ted Dahl is account executive.

S.O.S. Co., Chicago (kitchenware cleanser), currently is using transcribed minute and chainbreak announcements on 47 stations in following markets: Asheville, N. C.; Atlanta; Birmingham; Bristol, Tenn.; Johnson City, Tenn.; Chattanooga; Jacksonville, Fla.; Knoxville; Little Rock; Louisville; Memphis; Miami; Mobile; Nashville; New Orleans; Omaha; Portland, Ore.; San Diego; Seattle; Shreveport; Tampa.

SOFWASH Co., Chicago (Sofwash cleaner), Oct. 31 began sponsorship of Wednesday-Friday portion of "Morgan Beatty and the News" on WMAQ Chicago. Contract for 13 weeks was placed by Newby & Peron, Chicago. Show is sponsored thrice-weekly by Beaumont Co. (Four-Way Cold Tablets) and is broadcast over NBC on local sponsorship basis.

HINK DEPT. STORE and **HAROLD'S**, Berkeley, Cal. (men's clothing), jointly are sponsoring the Friday and Saturday play-by-play sportscasts of Alameda County Athletic League football games on KROW Oakland.

P. LORILLARD Co., New York (Old Gold cigarettes), is to sponsor on WHN New York the Thanksgiving Day football game between all-Negro Tuskegee AAF and New London Submarine Base. Red Barber and Connie Desmond to give descriptions. Agency is Lennen & Mitchell, New York.

KNOX IDE, director and former president of American Home Products Corp., has been appointed chairman of the board of directors of Pal Blade Co., a leading producer of safety razor blades.

TERRACE ROOM Corp., Newark, now sponsors spot announcements on WAAT Newark for Terrace Room. Remote dance band broadcasts from the room are presented on CBS, NBC, American and Mutual twice weekly on each network. Agency is Atlantic Adv. Co., Newark.

VENIDA HAIR NET Corp., New York, now sponsors spot announcements Monday through Saturday on following stations: WHN and WMCA New York, WMEX Boston, WWSW Pittsburgh, WINX Washington, and WGBK Detroit. Agency is E. T. Howard Adv., New York.

TAYLOR AUTO Co., Los Angeles (used cars), adding to heavy schedule of local radio, Nov. 1 started five-weekly quarter-hour "James Wyatt News" on KNX Hollywood. Contract for 52 weeks placed through Arthur W. Stowe Adv., Los Angeles.

WEINSTEIN Co., San Francisco (dept. store), has started five-weekly quarter-hour newscasts by Darrell Donnell on KFRC San Francisco for 52 weeks. Agency is Kelso Norman, San Francisco.

MOTHER'S CAKE & COOKIE Co., Oakland, Cal. (cakes and cookies), Oct. 29 started five weekly transcribed quarter-hour "Mandrake, the Magician" on KGO San Francisco. Agency is Emil Reinhardt, Oakland.

W. K. BUCKLEY Ltd., Toronto (proprietary), has started Carson Robinson transcribed program on CKLW Windsor. Agency is Grant Adv., Toronto.

G. E. BARBOUR Co., St. John, N. B. (tea, coffee, spices), has started Carson Robinson transcribed program on 10 Canadian Maritime stations. Account placed direct with transcription sale being made by All-Canada Radio Facilities, Toronto.

KELLOGG Co. of Canada, London, Ont. (cereals), which has started "Superman" transcribed program five times weekly on Canadian stations, plans to expand next year to another 15 stations. Agency is J. Walter Thompson Co., Toronto.

ELGIN NATIONAL WATCH Co., Elgin, Ill., is sponsoring five time signals weekly on NBC video station WNBT New York, three times during Saturday afternoon football games and twice during Sunday evening studio programs. Both film and live pickups are used. J. Walter Thompson Co., Chicago, is agency.

CARRIER SERVICE SHOPS, Washington, D. C., now sponsors weekly quiz program on WWDC Washington, from Arlington Farms, Va., government girls settlement. Agency is J. M. Hickerson Inc., New York.

O. B. MOTTER, vice-president of Carl Byoir & Assoc., New York, is now vice-president in charge of public relations, advertising and sales promotion for Kaiser-Fraser Corp., and Graham Paige Motors, Detroit.

NEW ACCOUNTS for quarter-hour "Reminiscin' With Singin' Sam" series transcribed by Dial Programs Inc., Dayton, O., include: Mobile Gas & Elec-

(*Continued on page 76*)

For 23 years, KGU has given continuous broadcasting service—the best programs and the biggest names in radio—to the ever expanding Hawaiian market.*

*CIVILIAN POPULATION—502,122
Estimate by Territorial Board of Health, July 1, 1945

1944 RETAIL SALES—$386,426,009
Based on Sales Tax Collections

NBC IN THE PACIFIC SINCE 1931

760 KC
2500 W

NBC

Affiliated with the HONOLULU ADVERTISER
Represented by THE KATZ AGENCY, INC.

SPONSORS

(Continued from page 74)

tric Co., five-weekly for 13 weeks on WMOB Mobile, Ala.; Adam Scheidt Brewing Co., Norristown, Pa., five-weekly for 52 weeks on WMAL Washington, through Lawrence I. Everling, Philadelphia; Davison-Paxon Co., Augusta, Ga. (dept. store), five-weekly for 13 weeks on WGAC Augusta; Sinclair Dealers of Middle Georgia, Macon, five-weekly for 26 weeks on WNEX Macon; Golden Quality Ice Cream Co., Wilkes-Barre, Pa., three-weekly for 13 weeks on WGBI Scranton and WBRE Wilkes-Barre, placed through Lynn-Fieldhouse, Wilkes-Barre; Kingoff Jewelry Store, Danville, Va., five-weekly for 13 weeks on WBTM Danville; The Outlet Co., Providence, R. I. (dept. store), five-weekly for 13 weeks on WJAR Providence; Mitchell Brewing Co., El Paso, three-weekly for 52 weeks on KTSM El Paso; A. R. Staley Sales Co., Phoenix (food broker), three-weekly for 13 weeks on KOY Phoenix; Foffe Restaurant, Miami Beach, three-weekly for 13 weeks on WKAT Miami Beach; Dayton Spice Mills, Dayton, O. (Old Reliable Coffee), two and three programs weekly for 13 weeks on WTAM WISH WOWO WWVA WHKC WKRC WSAZ WSPD WING. All contracts effective during September, October and first of November and were placed direct unless otherwise stated.

STATE OF FLORIDA has named Allied Adv. Agencies of Florida to handle $1,000,000 account to promote industry and tourist business of that state. Radio may be used.

NEW SPONSORS for "Pleasure Parade" quarter-hour program transcribed by Frederic W. Ziv Co., Cincinnati, are Falls City Brewing Co., Louisville, five-weekly effective Nov. 12 on WJLS WSAZ WPAR WIRE: Grove Labs., St. Louis, through Russel M. Seeds Co., 120 episodes five-weekly on KSD WMAQ WCAO WHO WBZ WNAX KFI KYW WJAS; Kahn Mfg. Co. of Mobile, Ala., once-weekly on WALA Mobile. New 52 week accounts for half-hour "Boston Blackie" weekly series are: Grand Store of Milwaukee, on WTMJ Milwaukee; Lauerman's Dept. Store, Marinette, Wis., on WMAN Marinette; Lors Jewelers Inc., Rock Island, Ill., on WHBF Rock Island; Fletcher Oil Co., Los Angeles, through Will Grant Agency, on KHJ Los Angeles (26 weeks); Progress Brewing Co., Oklahoma City, through George Knox Adv. Agency, on KTOK Oklahoma City; O'Neil Dept. Store, Akron, O., through Jessop Adv. Agency, on WAKR Akron. Dan B. Miner Co., Los Angeles agency, has signed for quarter-hour "Easy Aces" series for placement in entire state of California. Other new accounts are: Peter Hand Brewery, Chicago, through Mitchell-Faust Adv. Co., six-weekly for 52 weeks on WGN Chicago; Ivey's Inc., Asheville, N. C., 156 episodes five-weekly on WWNC Asheville; Miller Bros., Knoxville, three-weekly for 52 weeks on WROL Knoxville.

S. KIND & SONS, Philadelphia (jeweler), through Lavenson Bureau, Philadelphia, has placed nightly program of recorded concert music on WPEN Philadelphia starting Dec. 3. Program is titled "The Philadelphia Philharmonic".

ROYAL T. JUMPER, formerly with California Spray Chemical Corp., Richmond, Cal., has been elected vice-president of Kendall Foods Inc., Los Angeles (dog food).

FRESNOL MFG. Co., Los Angeles (Fresnol Antjar), has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle advertising.

FORD Dealers of Metropolitan Detroit have bought American co-operative program by Martin Agronsky Monday through Friday on WXYZ Detroit effective Oct. 22 for 13 weeks through Maxon Adv. Agency, Detroit.

GENERAL ELECTRIC Co., Schenectady (electronics division), effective Nov. 23 drops sponsorship of "World Today" five times weekly, 6:45-6:55 p.m. on CBS. Agency is Maxon Inc., New York. Company will continue for appliance division Art Linkletter "House Party" five times weekly 4-4:25 p.m on CBS through Young & Rubicam.

DOROTHY GRAY Ltd., New York (cosmetics), has appointed Federal Adv. Agency, New York, effective Jan. 1 to handle its advertising campaign.

J. A. HAUGH MFG. Co., Toronto (work clothes), has started Saturday morning hill-billy musical program on CFRB Toronto. Agency is William R. Orr & Co., Toronto.

LYON VAN & STORAGE Co., Los Angeles (moving, storage), adding to heavy West Coast schedule Nov. 19 starts weekly quarter-hour participation in "Meet the Missus" on 10 CBS western stations. Contract for 52 weeks placed through BBDO Los Angeles.

PAN-PACIFIC AUDITORIUM, Los Angeles, to promote opening of Pacific Coast Ice Hockey League games on Nov. 10, in a seven-day campaign used a total of 377 transcribed announcements on ten Los Angeles area stations. Spot radio will continue to be used during season ending in late March. Agency is Smith, Bull & McCreery Adv., Hollywood.

WESTERN AUTO SUPPLY Co., Los Angeles, augmenting five-weekly local cut-in of MBS "Cecil Brown—News", on KHJ Hollywood, on Oct. 27 started sponsoring "Saturday A.M." news by Bob Forward on that station. Firm in addition sponsors two quarter-hour newscasts daily on KSRO Santa Rosa, Cal. Contracts are for 52 weeks. Agency is Arthur W. Stowe Adv., Los Angeles.

CAPITOL WINES, Los Angeles (wines), Nov. 1 started using six participating spots nightly in "Stardust Melodies", midnight to dawn program, on KFAC Los Angeles. Contract is for 52 weeks. Adolphe Wenland Adv., Los Angeles, has account.

EMMET OF CALIFORNIA, Los Angeles (leather goods), has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle advertising.

VERNON CANNING Co., Los Angeles, has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle advertising for Newmark Fine Meat Products. Formerly servicing armed forces, limited amount of products has now been released for civilian consumption.

SANTA FE VINTAGE Co., Los Angeles (wines), has appointed Brisacher, Van Norden & Staff, Los Angeles to handle advertising.

TURCO PRODUCTS Co., Los Angeles (cleaner), adding to West Coast schedule on Nov. 12 starts five-weekly participation in Molly Morse program on KGB San Diego, Cal., for 13 weeks. Firm also uses daily participation in combined "Sunrise Salute" and "Housewives Protective League" on KNX Hollywood, with five per week in Emil Barton program on KFRC San Francisco. Brisacher, Van Norden & Staff, Los Angeles, has account.

AMERICAN-MARIETTA Co., Chicago (Valdura paint), has placed its account with M. Glen Miller Adv., Chicago. Radio will be used.

MANHATTAN SHIRT Co., New York, has named Kenyon & Eckhardt, New York, to handle advertising in which radio is considered.

BENRUS WATCH Co., New York, on Nov. 6 started four weekly time signals on WCBW New York, CBS video outlet, televising Benrus watches at end of WCBW schedule Tuesday and Friday nights and before and after fight telecasts Wednesday. Agency is Young & Rubicam, New York.

COPIED from store trademark, "Oscar" statuette award is presented by Max Frankenberger (l), president of Frankenberger's, men's and boys' store, to Howard L. Chernoff, general manager West Virginia Network. Award is inscribed "For Outstanding Service" and was presented to WCHS Charleston, W. Va., network key outlet, for its service in carrying Frankenberger quarter-hour program of sports resumes six days weekly during the past eight years.

YOU SURE YOU WANT A DWARF (Ky.) MARKET?

If so, then Dwarf, Ky., would obviously be ideal! But on the other hand, if you want *consumers with real buying power*, you'll find more in WAVE's Louisville Trading Area than in *all the rest of Kentucky combined!* What's more, you'll reach them at a low rate because WAVE doesn't use (nor charge for) the power to reach "back of the hills". Don't pay Goliath prices for Dwarf markets. Use WAVE for vice versa!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

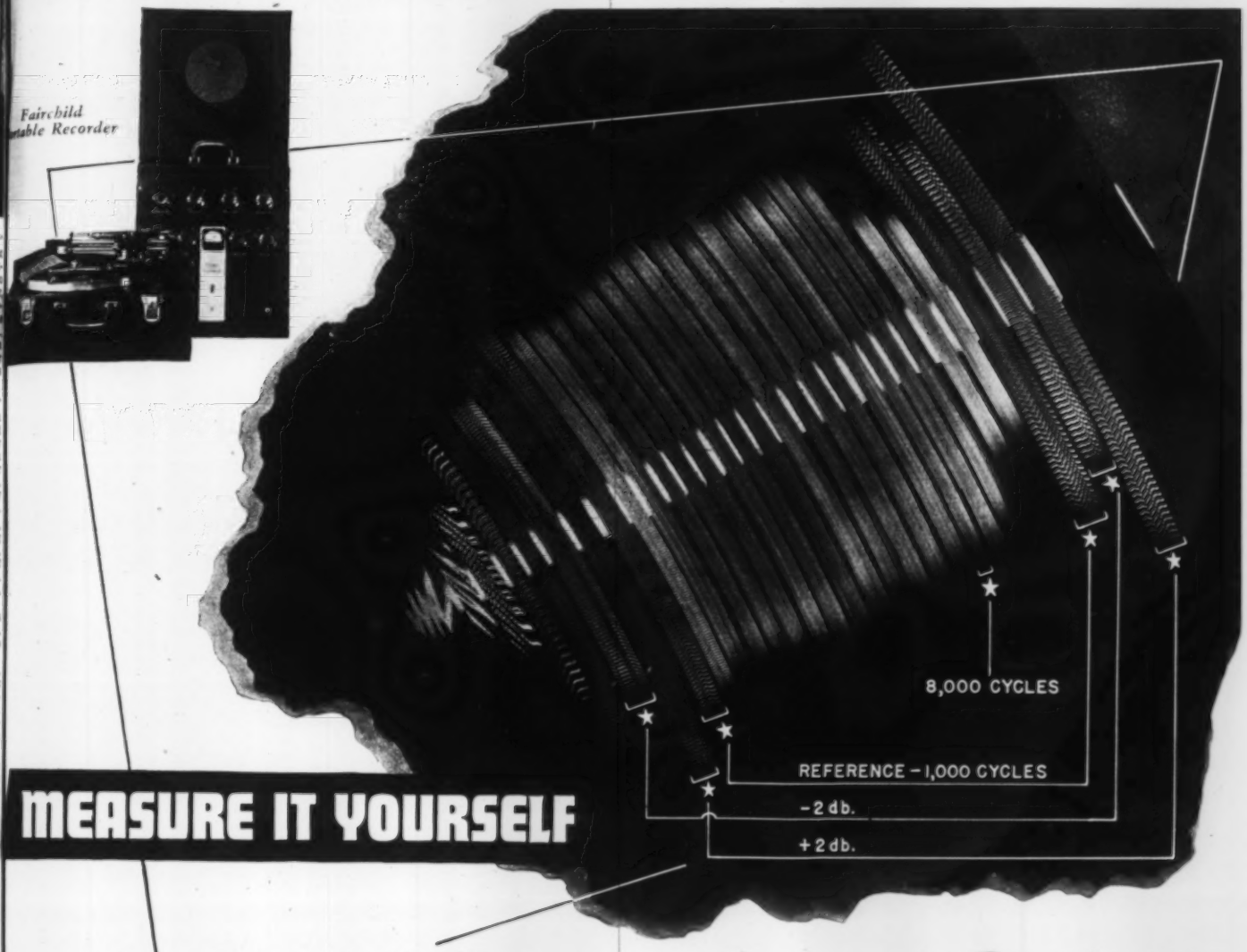
N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

More people listen to WAKR than to *any other* station *heard* in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.



MEASURE IT YOURSELF

Cutterhead Performance that exceeds Specifications

Here's the proof: A typical production line frequency pattern is reproduced above. Lay a straight edge on the reference bands at the inside and outside of the record. Note how closely all intermediate frequencies are shown in increments of 500 cycles from 1,000 to 10,000 at the outside — actually hold flat tolerance close to ± 1db. Note, too, that a large percentage of the intermediate frequencies hold this tolerance to 8,500 cyles and beyond.

This is actual performance, mind you. Yet Fairchild cutterhead specifications — superb as they are — only promise a flat within ± 2db to 8,000 cycles.

This cutterhead test is typical of the superb overall performance of the Fairchild Portable Recording System: Precision control of the 33.3 rpm and 78 rpm turntable speeds eliminates all "WOW". Evenness of speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful alignment of all drive parts that might cause intermittent grab and release; by carefully maintained machine tolerances in all moving parts. And unlimited frequency selection — from 4,000 to 10,000 cycles with an available boost of 0 to 20 db — compensates for brilliance-loss at the slower 33.3 rpm speed and for response-deficiencies of disc material, line or speaker by electronically boosting the higher frequencies from 4,000 on up to 10,000 cycles. Likewise, the bass from 20 to 100 cycles can be boosted for comparable reasons, with no effect on highs.

For further Fairchild Portable Recorder information address: *New York Office:* 475 - 10th Avenue, New York 18; *Plant:* 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

Fairchild CAMERA AND INSTRUMENT CORPORATION

SOUND EQUIPMENT

. . . the flute that isn't a flute

Authorities are hesitant to say at what length and pitch a flute is no longer a flute but becomes a piccolo. Usually the term piccolo is used to describe an instrument half the length of the normal flute and pitched an octave higher. Most piccolos have a conical bore and do not use foot keys, although a few use the cylindrical bore of the flute, and some even use the foot keys of the flute.

Exit the fife, enter the piccolo

The military fife of the Middle Ages was the direct ancestor of the piccolo, although true fifes were used for many years after the introduction of the piccolo. Exactly when the piccolo as such came into being is not clear, but the instrument was never widely used until the British Army replaced the fife with the piccolo about 90 years ago. Since then, the piccolo has become an accepted member of the orchestra.

Gales of laughter and gales of wind

Modern composers have used the piccolo widely to produce the effect of wind storms or hilarious laughter. No matter how you look at it, it's a "wind" instrument.

With a range of just over 500 to 10,000 c.p.s., the piccolo, next to the violin, is considered the most acute of the orchestral instruments. Its clarity is captured best by:

VERTICAL CUT RECORDINGS!

Would you like reprints of this series of advertisements? 25 of these columns, each dealing with a different musical instrument, have been published in booklet form. Free copies may be obtained by writing to:

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
233 BROADWAY, NEW YORK 7, N. Y.

ALLIED ARTS

WEST M. WILLCOX, for almost 10 years assistant general manager of WHOM New York, has resigned to become program director of the newly organized National Wired Music Corp. of New York. He will supervise all wired programs emanating from NWMC studios, located at 31 West 47th St., New York.

L. ROBERT EVANS, former manager of international division of Utah Radio Products Co., Chicago, has been named Philco-International Corp. regional manager for Brazil. With President **DEMPSTER McINTOSH** he will visit South American countries. He will headquarter in Rio de Janeiro.

S. RICHARD STERN, public relations counselor, has resumed direction of his public relations counsel organization in New York after service for three years in the Information and Education Division of the Army.

EDWARD L. BERNAYS, head of New York public relations counsel firm bearing his name, is to address the Washington (D. C.) Ad Club on November 13.

WILLIAM SCHRADER has been appointed head of the order service department of the Columbia Recording Corp.'s new plant at Kings Mills, O., where he will have charge of record distribution to all Columbia distributors served by the Kings Mills factory.

GEORGE P. LUDLUM, formerly chief of the OWI radio bureau, has been appointed radio director of The Advertising Council, where he will continue in charge of the radio allocation plans formerly administered by OWI but recently taken over by the council. A prewar radio writer and producer and partner in the firm of Chase & Ludlum following six years with NBC, Mr. Ludlum served with OWI from February 1943 until the liquidation of the agency. He was successively chief of special assignments, head of the New York office and head of the bureau.

CHARLES G. ROBERTS, manager of electronics division of International General Electric Co., has been promoted to manager of merchandise sales. **R. P. DAVIDSON** is now acting manager of electronics division.

PAUL F. VAN DUSEN, purchasing agent of Hoffman Radio Corp., Los Angeles (radio set and equipment mfgr.), has been shifted to sales engineering division. **JOHN FILL**, formerly an 11th district civilian Navy inspector, has been added to staff.

MAXINE KEITH, former radio and television director for Caples Co., New York, is opening radio consultant office at 234 45th St., New York.

ASSOCIATED Music Publishers has extended for additional periods its music licensing agreements with following stations: KCMO KFNF KGA KNOW KRIS KWAL KXYZ WAAF WACO WARM WATL WBRC WESX WGRC WHB WHBB WHK WHKC WHTD WJBY WAGA WOMI WORL WOV WPEN. A new agreement has been completed with KCOK Tulare, Cal.

ALFRED STANDORD, former partner in Compton Adv. now on terminal leave as Navy commander, Dec. 1 joins Bureau of Advertising, American Newspaper Publishers Assn., as sales director. **IRVIN TAUBKIN**, formerly of New York Times, has been named promotion manager and **WILLIAM G. BELL** is research manager.

STANDARD RADIO Co., Chicago, transcription producer, is offering a library of 153 specially composed mood themes for all types of programming.

INTERNATIONAL News Service has started monthly "The Newscaster", published, according to its title page, "in the interest of radio men handling the news". First issue features story quoting network news chiefs on postwar news broadcasting in addition to news stories and items about radio newsroom activities and people.

ROCCO PADULO Jr., for five years chief photographer of CBS in New York and more recently with Chicago Herald-American, has opened a news and publicity photographic studio, Chicago Photographers, in Clark Bldg., Chicago, in association with **GEORGE EMME**, former assistant city editor in charge of photographers for Herald-American.

RODNEY YOUNG Co., Cincinnati, has been appointed wholesale distributor in greater Cincinnati area for products of Howard Radio Co., Chicago.

HOWARD HOROWITZ, former advertising manager of Shure Bros., Chicago (microphones), has returned to that position, after release from the Army.

WILLIAM G. WILKINS, formerly with Lybrand, Ross Bros. & Montgomery, auditors for CBS and its subsidiary, Columbia Recording Corp., has been appointed treasurer of CRC effective Nov. 15. He succeeds **FRANK K. WHITE**, CBS vice-president and treasurer, who has served as CRC treasurer for an interim period. Mr. White continues as a CRC vice-president.

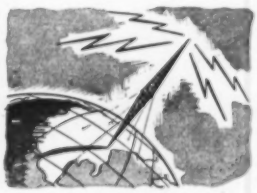
ARTHUR MILLER is leaving the CBS press information department to open his own publicity office in the RKO Bldg., New York, on Nov. 19.

Gerl Sees West Coast as Radio Industry Center

WITH expansion plans in mind, radio set and equipment manufacturers are eyeing the West Coast as the "future radio manufacturing center of America", Joseph Gerl, president of Sonora Radio & Television Corp., Chicago, told representatives of the southern California radio manufacturing industry at a luncheon in Los Angeles during early November.

Mr. Gerl said that the future should see television broadcasting by 1000 stations instead of the present nine; that home entertainment will be from wire recordings instead of discs and they will play continuously for 90 minutes; production of new and better radio receivers will replace 20,000,000 old ones. Even at peak production, it will take three years to meet needs, he said.

. . . and another reason why



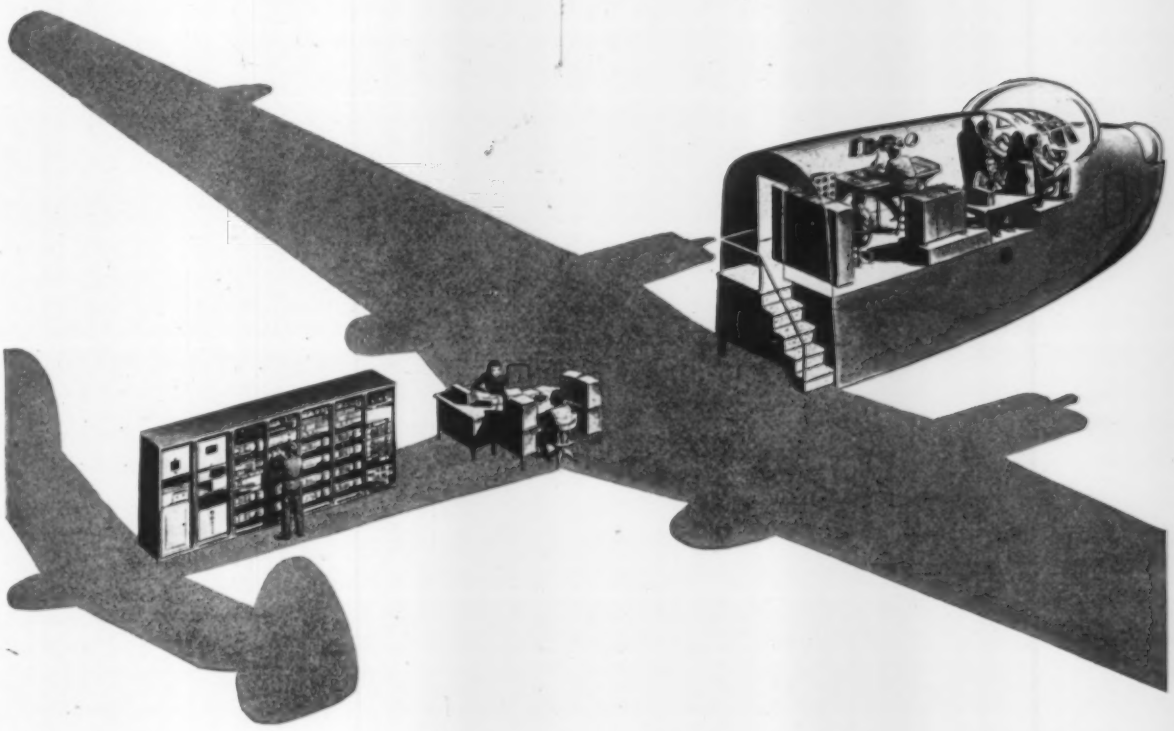
ONLY WTAG CAN BOAST OF THIS RECORD

Well earned recognition places WTAG squarely in the limelight of program production among the country's leading stations. In 1945 alone, WTAG received four awards for meritorious service — the Variety award for "Helping to make one world — Blueprint for Future", The Peabody Award for "Outstanding contribution to the welfare of the community it serves", The DuPont Award for "Outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the community", and Billboard's selection of WTAG for first place in Single Campaign Promotion. A record indeed, not only among stations in Central New England, but in all broadcasting history.

PAUL H. RAYMER CO. *National Sales Representatives*
WTAG WTAG-FM WORCESTER
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE
BASIC CBS
580 KC
5000 Watts

Vancouver's
CKWX
First
IN CANADA'S THIRD MARKET
1000 WATTS
GOING TO 5000
Mutual Network
REPRESENTED BY
WEED and Co.

THIS SEA-GULL LIVES ON THE GROUND



This is a "flight trainer"— an electronically operated replica of the PBM-3 flying boat. It was conceived by the Bureau of Aeronautics and developed by Bell Telephone Laboratories to train Navy bomber crews on the ground.

The new crew climb a few steps to get in and from then on it is like being in a big plane at night. Controls tug against the pilot's grasp and "engines" roar in response to the throttle. From his desk, the instructor creates every situation of real flight — even to iced-up wings, conked-out engines and sudden air-pockets. The novice pilot and his crew get the feel of danger without the hazard.

Once the control dials are set, the various effects are automatically organized and set in motion by concealed machinery which includes 200 vacuum tubes, 60 motors, loudspeakers and hundreds of associated parts. Twenty Laboratories engineers worked more than a year developing the project. Drawings covered an area equal to 15,000 square feet.

This is only one of the 1200 projects in which our experience was of assistance to the Armed Forces. What we learned in devising electronic circuits to train fliers will now help build better telephones.

BELL TELEPHONE LABORATORIES

Exploring and inventing, devising and perfecting for continued economies and improvements in telephone service.

PROGRAMS

EACH day a newly married couple, a golden wedding anniversary couple and a young couple about to be married will be interviewed and presented with gifts on a new show, "Bride and Groom", starting Dec. 3 Monday through Friday 4:15-45 p.m. (EST) on American. Engaged couple, after being introduced at beginning of broadcast, will be presented with two diamond rings for a double-ring ceremony in church or rectory of their choice. After ceremony, couple return to studio for another interview as man and wife. Tickets to broadcast will be issued as wedding invitations.

Sports Reporting

UP-TO-THE minute coverage of Washington scholastic sporting events is presented by Sportscaster Tony Wakeman on WWDC Washington through telephone reports made during games by school reporters. The high and prep school representatives give data twice during each game.

New on Associated

NEW PROGRAMS started by Associated Broadcasting Corp. include coverage of races from Bay Medow, Cal., in Saturday 7:15-7:30 p.m. period, "Teen Time" Thursday evening series and new afternoon participation program. Thursday evening program, heard on full network 8:45-9 p.m. (EST) and originating from WTMV East St. Louis, Ill., features round table discussions by teen-agers and has been a regular WTMV broadcast for three years. Participation program, aired Monday through Friday 4:30-5 p.m., presents Ray Wade and His Rhythm Riders, talent unit.

Two Teen Shows

CHML Hamilton now airs two weekly teen age shows. During Thursday evening "Teens About Town", entire station from receptionist to production and engineering is turned over to high school group. This program features teen-age chatter, news of the high schools, sports, quiz and selections of top tunes of the week. The Saturday "Four O'Clock Jump" is musical series, with top dance tunes and bands of the week.

WIBC Forum

TUESDAY evening forum now heard on WIBC Indianapolis, "Speak Up, Indiana", presents roundtable discussion of current topics by representatives of specific fields and public office. Aired in 7-7:30 p.m. spot, program to date has considered "Juvenile Delinquency", "Is There Any Real Difference Between Republicans and Democrats", and "Is Indianapolis as Progressive as It Should Be".

Dramatized News

NEW SUSTAINING program, "You and the News", dramatized account of leading news stories of the week, starts on Mutual Nov. 15 in Thursday 10-10:30 p.m. period. Program is produced in cooperation with editors of Newsweek magazine and is based on magazine's editorial theme, "A well informed public is America's greatest security."

Operas on FM

WPEN-FM Philadelphia now broadcasts the operas of the Philadelphia LaScala Opera Company from the Academy of Music in Philadelphia. Started Nov. 1 and continuing through April 24, 1946, the Evening Bulletin's FM station will carry the highlights of the 13 performances for the 1945-46 season.

Show World

LAURA LEE, movie critic for the Philadelphia Evening Bulletin, has started a new series of broadcasts for WPEN Philadelphia, an over-all picture of the entertainment world in Philadelphia as well as the theater capitol, New York, and the movie headquarters, Hollywood. Visiting artists are interviewed.

Mayor Quiz

PROBLEMS of the city of Toronto are aired on a new half-hour Sunday evening program on CKEY Toronto called "Meet The Mayor". Listeners submit questions for selection. Questioner appears on the program personally to query mayor and other members of city council.

Religious Series

NEW RELIGIOUS daily broadcast is being used on CFRB Toronto, sponsored by all churches through the Ontario Religious Education Council. The five-minute early afternoon program, "Victorious Living", is aired Monday through Friday.

Old Songs

NEW MUTUAL sustaining program, "Remember", featuring transcribed songs by veteran radio artists, starts on Mutual Nov. 12, Monday through Friday.

Catholic Series

AUGMENTING its public service programming, WNHC New Haven is starting Monday series titled "Catholic Life in Connecticut", produced by the local council of the Knights of Columbus and featuring a 60-voice glee club and prominent Catholics as speakers. Knights of Columbus was founded in New Haven in 1882.

School Activities

TWICE-WEEKLY quarter-hour program, "Leaders of Tomorrow", has been started by KALL Salt Lake City in cooperation with local school system. In order to present news of school activities, KALL records events from classrooms, gymnasiums and auditoriums via new G-E wire recorder and airs them on program.

Story of North

STORY of Canada's northland is being dramatized in new weekly series "White Empire" on the CBC Trans-Canada network. Series portrays panorama of the adventurous spirits who are crowded into the story of Canada's "frozen north", from the explorers of Queen Elizabeth's time to present day bush fliers.

Veteran Welcome

INTERVIEWS with discharged servicemen is highlight of "Welcome Home Party", Thursday evening program aired 7:30-8 p.m. by WBAB Atlantic City, N. J. Suggestions as to how community can better serve needs of the veteran are offered by guests.

Teen Quiz

PARTICIPATION half-hour program started by WCAU Philadelphia for feminine teen agers is titled "Teen Age Party" and is heard Saturday morning. Local fashion store supplies prizes for contest awards.

Vet Problems

PROBLEMS OF WAR VETERANS are aired and discussed weekly by veteran Canadian newspaperman and radio commentator Gregory Clark on CBC Trans-Canada network.

School Forums

SECOND annual series of "Junior Town Meetings" has been started by WOWO Ft. Wayne, Ind. Programs are recorded in school assembly periods and broadcast following day.

Lauds Women's Programs

"WOMEN'S programs can sell—and be sold," writes Linnea Nelson, head timebuyer of J. Walter Thompson Co., New York, in the October issue of *The Beam*, quarterly publication of the NAB Association of Women Directors. She pointed out that the "success and popularity" of women's programs depend as much on the personality of the conductor as on the material used, which is why many advertisers permit women program directors to rewrite the commercial copy.

FILM SHORT featuring radio announcers known by their voices alone has been slated for production by Ralph Staub under title "Behind the Mike". Included are Don Wilson, Harlow Wilcox, Harry Von Zell, Ken and Wen Niles, Ford Bond, Howard Claney, Ken Carpenter, Jimmy Wallington, Ben Grauer.

COME IN WITH WHIO

. . . a Welcome Guest in Dayton and Miami Valley Homes

● Let WHIO, favorite local station of the prosperous Dayton and Miami Valley market, introduce your company, your products and services to its loyal friends, the WHIO listening audience.

Tell your news about you through the local radio station with most regular listeners for your sales message.

NEWS: UP, INS, PA *plus* CBS' BEST

WHIO
1290 ON THE DIAL
5000 WATTS
BASIC CBS
G. P. Hollingbery Co.
Representatives
Harry E. Cummings
Southeastern Representative
DAYTON, OHIO

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

CLAIM STAKING

Hallicrafters and Very High Frequency

Based on the facts in the case, Hallicrafters can stake out a very strong claim to leadership in the very high frequency field. The facts include such things as the Model S-37, FM-AM receiver for very high frequency work. The Model S-37 operates from 130 to 210 Mc.—the highest frequency range of any general coverage commercial type receiver.

Hallicrafters further supports its claim to domination in the high frequency field with the Model S-36A, FM-A M-CW receiver. The 36A operates from 27.8 to 143 Mc., covers both old and new FM bands and is the only commercially built receiver covering this range.

Further developments in this direction can soon be revealed—adding further support to Hallicrafters claim to continued supremacy in the high frequency field.

HALLICRAFTERS NEW $600,000 HOME NOW UNDER CONSTRUCTION.

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT • CHICAGO 16, U. S. A.

COPYRIGHT 1945 THE HALLICRAFTERS CO.

PROMOTION

LIFE membership cards in Howard L. Chernoff's "I've Got Your Number" Club are being distributed to time-buyers across the country by the general manager of the West Virginia Network, regional chain. Each member is given an individual number and at any time—"the next hour, the next day, the next year or twenty-five years from now"—may ask Mr. Chernoff for that number. If it is not remembered member will receive a $5 bill. Card continues to state "Meanwhile, all I want you to do is remember The West Virginia Network when you think of radio in West Virginia."

WPAT Posters

POSTERS for store, window and plant display were distributed last week by WPAT Paterson to advertisers with programs on station. Posters show a WPAT stand microphone and feature information about programs sponsored by advertisers.

Name Contest

LARUS & BRO. Co., Richmond, is offering $10,000 in cash prizes on the Guy Lombardo "Musical Autographs" show on American for naming a song. Running Nov. 6 to Dec. 18, contest features song written by Carmen Lombardo to be named by listeners. First prize is $5,000, second prize $1,000 and 40 prizes of $100 each. Agency is Warwick & Legler, New York.

Dr. Lyons Contest

TWENTY-FIVE words or less, completing the sentence "I like Dr. Lyons tooth powder because . . ." will win a Bendix washing machine for each of 100 letter writers in a contest conducted in conjunction with CBS "Second Husband". Daytime serial is sponsored by R. L. Watkins Co., New York. Program is placed through Dancer-Fitzgerald-Sample, Chicago.

Knoxville Parade

PARADE of horse-drawn farm wagons and old-time buggies, witnessed by reported 50,000 citizens of Knoxville, Tenn. welcomed return of Archie "Grandpappy" Campbell and Homer Harris to WNOX Knoxville. Campbell, released from armed forces after three years service, is featured on six-weekly "Midday Merry-Go-Round", hour and a half hillbilly program. Harris is WNOX personality performer.

Radio Heat

COMPLETE DESCRIPTION of radio heat and its application to moulding plastics, fighting fires, producing telephone and television equipment, driving gas from electron tubes, etc., are contained in booklet "Radio Heat, What It Is, Tow It Works, What It Can Do", issued by RCA.

Exhibit Broadcasts

CORDELE, Ga., independent outlet, WMJM, during week of local Tri-County Fair broadcast total of 41 remote broadcasts from its exhibit at the fair.

WPEN Folder

WPEN Philadelphia has issued folder giving market data for the station's daytime and nighttime coverage. Maps are included.

Radio Sales Folder

FOLDER announcing opening of Radio Sales offices in Atlantic City has been prepared by the spot broadcasting division of CBS.

Campaign

KSD St. Louis currently is using 275 taxi cards and 300 street car dash cards as supplemental outdoor advertising.

Promotion Personnel

BILL MALONE, promotion manager of KOIL Omaha, and KFOR Lincoln, is father of a boy. He also has been appointed radio coordinator of Victory Loan Drive in Nebraska.

GORDON R. CLOSWAL, nearly five years in AAF and released as captain, is new promotion manager of KWNO Winona, Minn. He served for 22 months in England.

HAROLD A. SMITH, discharged from Navy as chief specialist's mate, has been named assistant to **EMMONS CARLSON**, advertising-sales promotion manager of NBC central division, Chicago. He succeeds **DONALD McDONALD**, who resigned Oct. 1 because of poor health.

JOHN NORTON, manager of the station relations department at American, and **ARCHIE GRINALDS**, of the department, left New York last week to attend station district meetings in southeastern and southwestern parts of the country.

THOMAS R. ROONEY, former lieutenant in the Marine Corps, rejoined CBS last week as director of sales promotion at WBBM Chicago.

JOSEPH CREAMER, promotion and research director of WOR New York, and **WILLIAM B. HOFFMAN**, member of sound effects department at WOR, are co-authors of a book, "Radio Sound

TO ANNOUNCE opening of WDAD Indiana, Pa., to shoppers, station arranged this window display in downtown store. Display shows how sound travels from mike through control room to transmitter and via the air to home of Mr. and Mrs. Indiana. Background with simulated radio dial contains photos of Mutual personalities to be heard on new Indiana Broadcast Inc. station.

USE OF SPUN GLASS is further increased in this promotion display adaption by WOV New York. Colorful clouds are simulated by the glass threads. Transmitters on mural in background has paper mache radio waves zig-zagging from radiators. Brightly dressed figure in foreground here representing Rosalie Allen, hillbilly disc jockey, is changed monthly

COUNTRY FARE

Another WHAM service to the 140,518 farmers of this rich Western New York farmland

Tom Murray interviews County Agent and a successful area farmer.

6:30 to 6:55
Every morning except Sunday
with
TOM MURRAY
WHAM Farm Director
and
MAX RANEY
and his Hi-Boys

MUSIC . . . ENTERTAINMENT . . . NEWS FOR FARMERS DIRECTLY FROM THE FARM FRONT . . . FRIENDLY CHATS WITH AND BY SUCCESSFUL FARMERS

Another one of the programs that build WHAM's listening audience . . . that help make

WHAM

"Your Western New York Salesman"
Affiliated
with the
NATIONAL BROADCASTING CO.
50,000 Watts . . . Clear Channel . . . 1180 on the Dial
Rochester, N.Y.
Nat. Representative, George P. Hollingbery Co.

"The Stromberg-Carlson Station"

HOLLISTER
CRYSTALS
QUARTZ OSCILLATORS SINCE 1927
HOLLISTER CRYSTAL CO.
Boulder, Colorado

Effects", to be published by Ziff-Davis Pub. Co., New York, Nov. 15. Book is primer of radio sound effects technique.

ROLF WARNER, on military leave from WBBM Chicago, has returned to his post as sales service manager. He served as a lieutenant in the AAF.

MARY FRANCES MILLER, assistant to **MAURICE MITCHELL**, director of press information at WTOP Washington, has resigned.

D. R. P. COATS, public relations director of CKY Winnipeg, has returned to the station after being on loan to the Canadian YMCA in western Europe, where he went following his discharge from the RCAF.

HARRY H. BARNHART Jr., formerly with J. M. Mathes Inc. and Lennen & Mitchell, has joined the CBS advertising and sales promotion department to handle promotion for CBS television.

BRUCE DENNIS, on terminal leave from Navy as lieutenant commander and former publicity director and head of special events for WGN Chicago, is to rejoin station Dec. 3. He has been in service 40 months, 10 as executive officer for radio section of Adm. Nimitz fleet staff.

Olympic Display

AT A LUNCHEON meeting sponsored by George Kamberg, national appliance sales manager of Butler Bros., Chicago distributors for Olympic Radios, at the LaSalle Hotel, Nov. 4, approximately 450 home appliance dealers and department store executives were introduced to the complete new Olympic line of radios. Presentation of the line, consisting of consoles, table models and portables, was made by John F. Crossin, Olympic's director of sales. Cited as an exclusive feature was "Tru-bass", a new and patented electronic development on the audio circuit which gives small table models the full tonal range heretofore available only in large and costly consoles. Company's advertising and sales promotion plans were explained by C. E. Staudinger, vice-president of Sherman K. Ellis Co., New York, the radio firm's advertising counsel.

James B. Clark

JAMES Burdette Clark, 31, KIRO Seattle announcer and conductor of the early-morning *Time Klock Klub*, died Oct. 28 after a short illness. He was musical director of KFPY Spokane for seven years, after which he was staff announcer of KSL Salt Lake City.

CROWNED "Miss KWKW of 1945", Barbara Schultz of Pasadena, Cal., receives gold and bronze trophy symbolic of radio's beauty queen, from George R. Sanders (r), program manager of KWKW Pasadena and m.c. of "KWKW Club 1430", and William J. Beaton, station manager. Eight-week contest included entries from all sections of southern California. Queen Barbara will appear on various programs over the independent daytime outlet and at civic events during next year.

Stewart-Warner Reports

STEWART-WARNER Corp. earnnings for the first nine months of 1945 equaled 81c per share of capital stock, compared to $1.20 for the same period, the company reported last week on the basis of an unaudited statement subject to year-end adjustment and review under the Renegotiation Act. Statement indicated a net profit carried to earned surplus of $1,028,711 for the 9-month period, after a provision of $500,000 "for postwar plant rehabilitation and for contingencies arising out of war conditions."

Files Counter Suit

CHARGING he used firm's commercial program to further his own political aspirations, $25,000 counter suit has been filed in Los Angeles Superior Court against Hal Styles, KFWB Hollywood commentator and m.c. by Woodall Orthopaedic Appliance Co. and Carl Woodall, head of that organization. Styles had previously filed a $6,200 suit against firm for payment of his work on program sponsored by the orthopaedic appliance concern.

Clarity Device

PAUL WHITEMAN has introduced on Philco Radio & Television Corp.'s *Radio Hall of Fame* broadcasts on American a device that is intended to make broadcasts of a large orchestra sound clearer than if the listener were in the studio. Device consists of glass screens, in folding sections with wooden frames, placed before the strings in orchestra and enclosing microphone for vocalist. Arrangement reportedly allows strings to retain their voice in the blending of sound as it is broadcast, and they are not drowned out by brass. Vocalist is not drowned out by orchestra and microphone need not be unnaturally tuned up, American states, concluding that the "effect is clarity and perfection never achieved before."

"CAN'T SELL FOLKS SOUR FRUIT TWICE!"

Nothing's more certain than that local advertisers will soon quit a station producing sour results!

Such being the case, what better evidence of selling power could we offer than this: For ten years, without a break, the Office Specialties Co., Fargo, has broadcast to the Red River Valley over WDAY—five times a week!

Must be a satisfied customer, wouldn't you say? But they're only *one* of *eighteen* "locals" who have been with WDAY, steadily, from ten to twenty-three years!

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WBZ

Boston's most powerful station

50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

THANKS, VARIETY—
AGENCIES AND AUDIENCE THINK
HERSON IS FIRST TOO!

Bill Herson's
"COFFEE WITH CONGRESS"

"FIRST REALLY DIFFERENT PROGRAM WITH A CAPITOL HILL FLAVOR TO COME OUT OF WASHINGTON"

. . so says VARIETY

A completely new idea in morning programming is Bill Herson's "COFFEE WITH CONGRESS" broadcast every Saturday morning, 8:15-9:00 a.m.—It's another "First" for WRC...

First time members of Congress have been informally interviewed in their homes—over the breakfast table. Herson presents "little-known" facts about "well-known" law-makers in an ad-lib friendly chat with Congressmen and their families.

Another reason why Herson is Washington's No. 1 morning personality. For spot availabilities see NBC Spot Sales.

FIRST in WASHINGTON
WRC NBC
Represented by NBC SPOT SALES

Attorney General Lauds Porter at Radio Meeting

TOM CLARK, U. S. Attorney General, was the principal speaker at a Radio Executive Club luncheon meeting at the Roosevelt Hotel, New York. He said that his office intends to continue a strong anti-trust program. He explained that in every case they try to get all the facts before "proceeding with a decision." He lauded Paul Porter, chairman of FCC, and stated that "our job is to back him up whenever they get in court."

Mr. Clark also suggested in his address that radio put its shoulder to the wheel to help the juvenile delinquency problem by putting over the idea of a youth center similar to the USO so that youngsters would have a place to meet.

One Up on Federal

MEMBERS of the FCC Engineering Dept. were congratulating each other last week. Each of them, apparently, had fallen heir to a brand new FM station. It said so in letters received from Federal Telephone & Radio Corp. which began: "As your name was among those issued conditional FM grants by the FCC . . ." The engineers were wondering how they should advise Federal Tel. that they are not in the market for transmitters.

CJAD Montreal has postponed its opening, scheduled for Oct. 28, to late November. Station will operate on 800 kc with 1 kw.

KORNETZ TO FILL WESTINGHOUSE POST

APPOINTMENT of Norman S. Kornetz to direct Westinghouse home television receiver development and to give particular attention to receiving sets used in flight tests of Stratovision was announced last week by Harold B. Donley, manager of Westinghouse Home Radio Division.

Mr. Kornetz

Mr. Kornetz recently returned to civilian life after three years with the U. S. Signal Corps where he served as a captain with the 3105th Signal Service Battalion in charge of all administrative radio communications in Calcutta, India.

Prior to the war, Mr. Kornetz was a specialist in design and development of broadcast and aeronautical receivers and phonograph recorders for Colonial Radio Corp., Buffalo. Previously, he worked on television receiver development for American Television Corp., New York.

NBC and WMAQ Hosts

NBC CENTRAL Division and WMAQ Chicago will be hosts to the Religious Radio Workshop during its five-day meeting this week (Nov. 11-16). The workshop is sponsored by the joint radio committee of the Congregational Christian, Methodist and Presbyterian churches of Chicago to study the use of radio for religious education. Program includes discussion and panel group studies led by Chicago radio authorities. NBC speakers include Judith Waller, director of public service; Jack Ryan, central division press manager; William Murphy, continuity editor; Homer Heck, production.

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FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA
R. C. A. COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT-SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE ELECTRONICS CO.
Commercial & Industrial Equipment
1031 No. Alvarado
Los Angeles 26, Calif.
Myron E. Kluge EXposition 1741

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

AVAILABLE NOW
PRECISION TURNTABLES—and/or ASSEMBLIES • MODULATION MONITORS • REMOTE-POWER AMPLIFIERS
SONIC ENGINEERING CO.
592 Columbus Ave., New York City, N. Y.

YOU HAVE "A DATE WITH MUSIC"
the sparkling new transcribed ½ hour musical series starring
PHIL BRITO
the golden voiced song-sation of radio
For costs and audition records write or wire
CHARLES MICHELSON
67 West 44th Street, New York 18 MUrray Hill 2-3376—5168

Snow in September..

down South...
Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

Reinsch

(*Continued from page 10*)

Europe offers but we may learn something from them in programming. The technical efficiency of American engineers is a source of pride—far ahead of the average to be found in the government-operated systems abroad. The network systems of America provide a vehicle for the transmission of information which is overwhelming in comparison with facilities across the sea.

The European broadcaster, however—skilled in the fine points of propaganda broadcasting technique—has a much keener conception and appreciation of the *social impact* of radio. The discussions we hear in this country on how to handle controversial issues seem to be in the "grammar school" class when we compare their handling by our European counterparts. Of course, there is a difference in their objective; but they are skilled—highly skilled—in the usage of radio for selling ideas in the social and political fields. And we can learn from them. We *must* learn from them if American radio is to grow to its greatest stature.

One thing was apparent whenever we discussed the relative merits of American and European broadcasting. They openly envy our talent resources and program potentialities. We heard it on all sides, in expressions such as: "You have such great radio stars, such magnificent talent—we simply cannot afford such programs." Or the amazingly frank admission of a high government radio official who apologized for his country's program service: "We can't afford the better or more costly talent. Private industry outbids us."

Another apparent fact about European radio which startles you at first is the utter complacency of their station personnel. No situation seems to cause concern or alarm. When you seek the reason you find it readily—atrophy caused by a lack of competition. The initiative, drive, resourcefulness and motivation which are an ever-present ingredient in the competition of free enterprise are missing. Incentive is gone, and you can sense it immediately.

The GI in Europe likes our programs. We talked to these boys and we know now what our stars and our programs meant to the man in the foxhole or the billet, and how vital it is that he gets his news unbiased—and presented factually.

For, of all things we noticed on our four weeks tour, this stands out with crystal-clear distinction: There is the urgent necessity of an American voice on the postwar continent. Entertainment, by all means. But, of more importance, we must give to freedom a tongue—that free people, or people newly come to freedom, may hear the truth and judge for themselves. This is the essence of the democracy we fought to maintain.

This is not the type of report I intended to write. I had meant to commend the guidance of Col. Ed Kirby and the efficiency of his assistants, to pay respects to the confidence of Gen. Surles and Gen. Hill who made our trip possible. Obviously, we were impressed with the high calibre of our military personnel, their appreciation and comprehension of their problems. We were gratified over the importance they placed on radio as an instrument of information, education and entertainment.

The important point which impressed itself on all of us on the tour, however, was that a free and competitive radio—radio controlled by the people—radio which must be a servant of the people if it would survive—in short, the American system of radio is better equipped in every respect to do the job ahead.

To do this job in all its aspects, the leaders in American radio must have the strength, the courage, the conviction and the clearness of mind to achieve for our system its proper destiny. This destiny can be none other than a major role in the building of a permanent world peace and good will among all mankind.

Listeners Report

BACKING the request of Paul A. Porter, FCC chairman, that the American people make known what they want to hear on the air, WBIG Greensboro, N. C., conducted a contest titled, "You Tell Us." Listeners were asked to write in their likes and dislikes on program ideas. Jack Lewis, WBIG announcer, conducted the contest on the *Theater of the Air* program, heard five days a week at 11 a.m. Prizes of $75 were awarded at contest's end, Oct. 29.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

●

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Record of Records

Probably the most widely read book ever published is the telephone directory

We don't claim as many readers for the BMI RECORD INDEX as does the telephone book . . . but we do claim that our RECORD OF RECORDS is just as indispensable.

For the radio man who makes use of phonograph records—music librarian, disc jockey or program director—the BMI RECORD INDEX provides a basic list of more than 30,000 titles of BMI music of every description. And a monthly supplement is issued regularly. Alphabetically arranged, cross-indexed and classified, the INDEX is useful and valuable in program building.

Every radio station licensed by BMI has recently received the 1945 edition of the RECORD INDEX. It's there to serve you. If you've mislaid your copy, or if the pages are battered by frequent use, let us know. A new copy will be forwarded promptly.

BMI BROADCAST MUSIC, INC.

580 FIFTH AVENUE NEW YORK 19, N.Y.

New York • Chicago • Hollywood

IN PHILADELPHIA

WIBG

Leads in SPORTS

10,000 WATTS

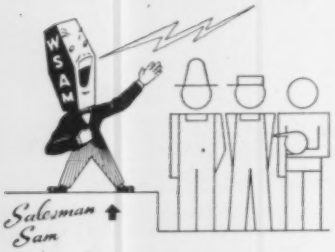
Leads in MUSIC

FULL TIME!

Leads in NEWS

Philadelphia's Most Powerful Independent

WSAM SPEAKS WITH AUTHORITY IN THIS STEADY TRIPLE MARKET



The triple market of Saginaw, Bay City, and Midland is a stable one—composed largely of residents native to Northeastern Michigan. The industry is diversified, keeps right on working and paying through good times and bad. Northeastern Michigan is a rich, reliable, responsive market, and the radio voice that commands its attention is WSAM.

NORTHEASTERN MICHIGAN'S ONLY NBC STATION

WSAM NBC

SAGINAW BROADCASTING COMPANY
610 Eddy Bldg. Saginaw, Michigan
NATIONAL REPRESENTATIVE—
HEADLEY-REED CO.

NORTH EAST SOUTH WEST

The Texas Rangers

SELL MANY PRODUCTS FOR MANY ADVERTISERS

NOW ON

WHP, *Harrisburg*
WIBX, *Utica*
WMBD, *Peoria*
WSBT, *South Bend*

Wildroot Shampoo

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION

Newscasts

(Continued from page 20)

them resemble more a legal brief than items of news," said the CBS general attorney.

Lauterstein, Spiller, Bergerman & Dannett, attorneys for Mutual, in a letter dated Oct. 31 said that no legislation should be enacted to deal with news broadcasts because (1) it would violate the First Amendment to the Constitution; (2) the line of demarcation between news reports and expressions of opinion and political propaganda of commentators "is at best a shadowy one"; (3) the airways should be open not only to news reports but to news analysts "who exercise sound judgment in the preparation of their materials and in the broadcast thereof".

Legislation would impose an "intolerable burden" on broadcasters and would be difficult to enforce, the MBS attorneys continued. It would lead to a "deplorable result" and might either unduly restrict commentators or "lead to their ultimate elimination from the broadcast field". The attorneys admitted there may have been "some abuses in the past", but they have not been of a serious character and "in the main broadcasters have done an excellent job of self-policing in this field".

In judging commentators Mutual does not seek to impose censorship but to "assure a completely balanced schedule of news analyses and commentaries," the letter stated.

"Legislation can only serve to straitjacket the broadcaster and to interfere with freedom of speech and this, in our opinion, would be deplorable in view of the excellent record of broadcasters and the steps which they have taken to police their own activities," the MBS counsel concluded.

Whether the Committee will recommend legislation requiring stations to label commentators as such and to distinguish between news reporting and commentaries depends on a study of the networks' replies to Mr. Adamson's letters, his office said.

Text of Mr. Adamson's letter follows:

"This Committee receives many critical letters covering certain so-called news commentators who engage in expressions of opinion and personal prejudice to such an extent as to overshadow the news and emphasize the element of propaganda.

"Hostile public opinion seems to be growing and I am convinced that some measures must be taken by the stations or by Congress to clearly separate political propaganda programs from real news broadcasts.

"I would appreciate an expression of opinion from you as to what should be done and what can be done.

"I hope the situation will make it unnecessary for the Committee to recommend the passage of remedial laws. The stations and commentators should give this question carefull consideration."

22 New Standard Stations Authorized In 1945 in Spite of War Restrictions

ALTHOUGH wartime restrictions were in force much of the time, a total of 22 new standard broadcast stations were authorized since the beginning of 1945, according to FCC records.

Most of the grants were made under former FCC policy permitting stations in areas lacking primary service and where the facilities would be useful to the prosecution of the war. All but two are for 250 w stations.

Nine of the stations authorized are already in operation. One of these (WKWF), operating on 1600 kc with 500 w power, is located in Key West, Fla., and is believed to be the most southerly station in the nation. The station enjoys another distinction: it is one of the two operating at 1600 kc. The other is WWRL Woodside, N. Y.

Lifting of restrictions on construction was reflected in authorizations issued in October, totaling six. These included a regional channel station with 1 kw power.

New standard stations authorized since January 1, 1945 follow:

Permittee & Location	Call Letters	Frequency (kc)	Power	Hours of Operation	Date of Grant
Robert W. Rounsaville, Cleveland, Tenn.	WBAC*	1340	250w	U	1-16-45
Loys Marsdon Hawley, Conway, S. Carolina	WLAT*	1490	250w	U	1-16-45
Midwestern Broadcasting Co., Cadillac, Mich.	WATT*	1240	250w	U	4-17-45
Voice of Talladega Inc., Talladega, Ala.	WHTB*	1230	250w	U	4-24-45
John M. Spottswood, Key West, Fla.	WKWF*	1600	500w	U	4-24-45
Hugh G. Shurtliff, Charles A. Shurtliff, Mareby Cardella (Della) Shurtliff and Cleo Agnes Center, Santa Maria, Calif.	KSMA	1450	250w	U	5- 8-45
The Brockway Co., Massena, N. Y.	WMSA*	1340	250w	U	5- 8-45
Herman Anderson, Tulare, Calif.	KCOK*	1240	250w	U	5-15-45
Albert E. Buck & Merle H. Tucker, a partnership, d/b as Gallup Broadcasting Co., Gallup, New Mexico	KGAK	1230	250w	U	6-12-45
Richard W. Joy and Donald C. McBain, d/b as Palm Springs Broadcasting Co., Palm Springs, Calif.	KCMJ	1340	250w	U	6-19-45
The Corinth Broadcasting Co. Inc., Corinth, Miss.	WCMA	1230	250w	U	6-19-45
Indiana Broadcast Inc., Indiana, Penna.	WDAD*	1450	250w	U	6-26-45
Centre Broadcasters Inc., State College, Penna.	WMAJ*	1450	250w	U	7-10-45
Louis N. Howard & Ellis H. Howard, d/b as Jacksonville Broadcasting Co., Jacksonville, N. Car.	WJNC	1240	250w	U	7-17-45
Boulder City Broadcasting Co., Boulder City, Nev.	KBNE	1450	250w	U	9-18-45
Mississippi Broadcasting Co. Inc., Macon, Miss.	WMBC	1400	250w	U	9-18-45
Kenneth Edward Rennekamp, Oil City, Penna.	WKRZ	1340	250w	U	10- 3-45
Blanfox Radio Company Inc., Norton, Va.	**	1450	250w	U	10- 3-45
Jere N. Moore, Milledgeville, Ga.	WMVG	1450	250w	U	10- 9-45
Centennial Broadcasting Co., Portland, Maine	**	1450	250w	U	10- 9-45
Birney Imes, Jr., Meridian, Miss.	WMOX	1240	250w	U	10- 9-45
Raoul A. Cortez, San Antonio, Tex.	**	1300	1kw	D	10-24-45

*In operation.
**Call letters not yet assigned.

Reed Comedy

ALAN REED, formerly Falstaff Openshaw on CBS Fred Allen Show, and Irene Tedrow replaced Gene and Kathleen Lockhart as Rudy and Fanny Nebb on weekly half-hour comedy series, The Nebbs, on MSB stations.

Elgin Holiday Programs

FOR FOURTH consecutive year, Elgin Watch Co., Chicago, will sponsor two-hour Thanksgiving Day and Christmas Day broadcasts, with overall talent and production costs reported as $120,000. Thanksgiving Day program on CBS stations, on Nov. 22, Thursday, 4-6 p.m. (EST), will be beamed by shortwave to occupation forces overseas. Don Ameche is m.c. with talent line-up already including Edgar Bergen and Charlie McCarthy, Fibber McGee and Molly, Jimmy Durante and Gary Moore, Frances Langford, Elsie Janis, Cass Daley, Lina Romay, Lauritz Melchior, The Charioteers. Ken Carpenter is announcer. Broadcast will offer salute to victory and marks 40th anniversary of Elgin Watch Co. Both holiday programs will originate from Hollywood with Earl Ebi as producer and Bud Paganucci, writer, for J. Walter Thompson Co., agency.

Delay Promotion

CONSOLIDATED ROYAL CHEMICAL Co., Chicago, recent buyers of Eight and One Co. (cold tablets), subsidiary of Ford Hopkins Co., Chicago, for an undisclosed sum, will not promote the product until next year, it was announced last week by George Wruck, advertising director of Consolidated. Agency appointment will also be made sometime next year, Mr. Wruck added.

"Yeah — but yuh ain't back on WFDF Flint—yet!"

NBC SHOW BIG EVENT IN 1926

Dawn of New Era Recounted by Bruce Barton
—In Old Issue of 'American' Magazine—

OF THE MANY new eras that have dawned in radio's hectic history, one of the outstanding was recalled last week by M. H. (Deac) Aylesworth, former president of NBC, now a New York lawyer.

Back on Nov. 15, 1926, the new NBC took the air on a nationwide hookup heard by 10,000,000.

Deeply moved was Bruce Barton, now president of BBDO, New York, a friend of Mr. Aylesworth's. His account in the August 1927 *American* follows:

"On Nov. 15 of last year, I put on my stiff shirt and went down to the Grand Ballroom of the Waldorf-Astoria Hotel to attend the inaugural program of the National Broadcasting Company. There were perhaps five hundred other stiff-shirted gentlemen there, and as many ladies in evening dress.

"Down in front was Walter Damrosch with his orchestra, playing the accompaniment for Titta Ruffo, Metropolitan Opera Star. Harold Bauer, the famous pianist, came in a few minutes later. His ship had been delayed, and a special tug had been sent down the harbor to hurry him to the dock, so that he might appear on this program at the exact minute announced. Following his performance was a second's pause, and then suddenly, as clear and strong as though the voice were there beside us, the announcer—'Ladies and gentlemen: We are now in the Drake Hotel, Chicago, in the parlor of Miss Mary Garden. Miss Garden will sing.'

"And Miss Garden did.

"Another second's pause, and again a different announcer—'Ladies and gentlemen: We are now in Independence, Kansas, in the dressing room of Mr. Will Rodgers. Mr. Rodgers will speak.'

"And out of the air about us came the unmistakable tones of Will, who said he was traveling around the country as 'God's gift

Mr. Aylesworth

to those who had failed to see Queen Marie.'

"I was sitting in Mr. (Owen) Young's box, and while Will Rogers was still speaking, a messenger entered and passed us a photograph. A photograph of Mary Garden before the microphone in her parlor at the Drake Hotel; a photograph taken less than half an hour before and sent to us over the wire. I passed it back without any comment. What comment could one make that would not be inane?

"'Where's Deac Aylesworth?' I asked.

"'Downstairs,' somebody answered. 'Weber and Fields are to wind up the program. They have never been in front of the microphone, and they're scared half to death for fear they won't remember their lines.'

"I went downstairs. Behind a big screen in one of the dressing rooms I found the veteran comedians, studying bits of paper like schoolboys cramming for an examination. And with them Deac Aylesworth, holding their hands and telling them not to worry, because everything was going to be all right.

"From a dusty room in a factory to the Grand Ballroom of the Waldorf; from crude volunteer programs to programs that will cost this year (1927) more than two million dollars for talent alone; from broadcasting stations of limited radius to the NBC, which on Feb. 2 linked up with 43 stations and caused the voice of the President of the United States to be heard by more millions than had ever before heard a single human voice—this is the story of radio.

"And the most important man in radio entertainment at the moment is Merlin H. Aylesworth, known to a lot of us affectionately as Deac."

WFMJ
SELLS
The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

First News Clinic In Illinois Nov. 16

NAB Sponsoring Discussions On Newscast Improvement

FIRST of a national series of radio news clinics designed to improve the standard of news broadcasts will be held Nov. 16, 10 a. m., at the Abraham Lincoln Hotel, Springfield, Ill. All Illinois stations have been invited to attend.

Under NAB auspices, the clinics were authorized by the NAB Board of Directors at its October meeting, following earlier recommendation by the Radio News Committee. In charge of the Illinois clinic will be E. R. Vadeboncoeur, vice-president of WSYR Syracuse, chairman of the committee, and Arthur Stringer, NAB director of circulation, secretary.

Hosts to the opening clinic will be WCBS and WTAX Springfield.

Twofold Objective

Twofold purpose lies behind the clinics—ways stations may become recognized sources of important news in their area, which in turn will result in horizontal improvement in radio news throughout the country.

Les Johnson, NAB 9th District director and manager of WHBF Rock Island, invited the committee to hold the first clinic. Along with Mr. Vadeboncoeur and Mr. Stringer he will participate in the session. Fred S. Seibert, director, U. of Illinois School of Journalism, will discuss libel.

Special attention will be given the problems of small stations and operation of a one-man news department, with attention to effective procedure and commercial aspects.

Two Are Promoted

ARCH MacDONALD and George C. McNutt, members of the San Francisco office executive staff of Botsford, Constantine & Gardner, have been elected vice-presidents of the company. Before coming to San Francisco, MacDonald was with Leo Burnett Agency, Chicago. McNutt was advertising and public relations director of R. G. LeTourneau Inc., Peoria, Ill.

Carruthers Moves

JOHN CARRUTHERS, former Pacific theatre liaison officer of Honeywell Regulator Co., Minneapolis, has joined Don Lee Broadcasting System, Hollywood, engineering staff. Wally Caruthers, a brother, currently with U. S. Naval Radio & Sound Lab., San Diego, returns to network engineering department upon service discharge in January.

Swift on WBBM

SWIFT & Co., Chicago (Swift's Cleanser), begins sponsorship about Nov. 12 of 3 spots weekly on WBBM, Chicago; approximately 12 spots weekly on WTMJ Milwaukee; and participation on Freda Krieg shopping program, WEMP Milwaukee; June Baker show, WGN Chicago; June Merrill show, WJJD Chicago; Beulah Karney show, WENR Chicago. Contracts for 13 weeks were placed by Needham, Louis & Brorby, Chicago.

Television Club Topic

TELEVISION will be the principal topic at the Radio Executives Club luncheon held Nov. 15 at the Roosevelt Hotel in New York. J. R. Poppele, president of Television Broadcasters Assn., will act as honorary chairman for the meeting. Guest speaker will be Dr. C. B. Joliffee, vice-president in charge of RCA Laboratories. Co-chairman of the committee on arrangements is Ralph B. Austrian, head of TBA program committee.

Mr. Carlos Franco
Young & Rubicam, Inc.
New York City

Dear Carlos:

Just saw some figures on the boss's desk (don't let him know I read his mail at night) that I thot you might like to see . . . it's about our "primary coverage" whatever that means. Anyhow these figures show that more than half the people in W. Va. live in our "primary coverage", more than 2/3rds of the radio families in W. Va. live in our "primary coverage" and 3/4ths of the state's retail sales last year were made in our "primary coverage". Don't know what it means but this "primary coverage" must be somethin' good with all that dough flyin' around.

Yrs.,
Algy

WCHS
Charleston, W. Va.

BALTIMORE'S
Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER, General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

HOW

to Reach the People of Industrial New England?

Contact them best thru WLAW! Its powerful signal blankets 181 cities and towns of lucrative New England.

Basic Station
American Broadcasting Co.

WLAW—LAWRENCE, MASS.
5000 WATTS 680 Kc.

NATIONAL REPRESENTATIVES:
WEED & CO.

WLAW

Successful IDEAS
are always at a
PREMIUM

. . and the Robbins Company has an outstanding reputation for producing ideas that result in resoundingly successful premium promotions.

Before the war Robbins had engineered promotion plans for many of America's largest users of premiums . . . based on long years of knowing *what* will succeed and knowing *how* to make them succeed!

Today the ingenuity and skill of Robbins craftsmen are serving the government's needs for military emblems—to the extent that Robbins is the country's largest manufacturer of distinctive insignia for the Army, Navy, and Marine Corps.

Tomorrow, Robbins ideas in metal will spark your premium programs to new highs, with timely, interesting, appealing promotions designed for success! We will be glad to discuss your postwar requirements with you *now*. Estimates and designs submitted without obligation. Send for the new Robbins catalogue.

The Robbins Co.
Ideas in Metal
ATTLEBORO, MASSACHUSETTS

Radio Week

(*Continued from page 17*)

by the men who produce the programs and the men who build the magical means to give them wings is a splendid example of the kind of teamwork that can carry the industry on to new goals of achievement.

"Vast new vistas of opportunity to expand the broadcasting industry and to give the American people a far greater measure of public service are now opening for both broadcasters and manufacturers.

"My congratulations to both branches of a great industry for the many accomplishments of radio from pioneering days onward, and my best wishes for further triumph in the difficult but challenging days which lie ahead."

Mr. Cosgrove recalled the inception of "a great new industry" called wireless. "All of you listening tonight are, in a sense, a part of that industry—for the industry itself is part of your lives," he said. Explaining how RMA had conceived the idea of recognizing radio's achievements, he pointed to the marvels still to come, such as FM and television. He presented the four-foot silver statuette on behalf of the 300 manufacturing companies in RMA to the NAB and to over 1,000 stations as a "permanent symbol of the high esteem in which we hold your services in the world of radio."

Judge Miller, replying, said the statuette has great significance to broadcasters as emphasizing the close relationship between the two industry branches and the public. Their common perspective has led to "good reception of good radio programs" for the public.

Letters From Groups

Letters from about 100 national organizations representing some 20 million members were presented Saturday as a bound volume to Judge Miller as representing American broadcasters. Presentation was made by Louella S. Laudin, chairman, Citizens' Radio Anniversary Committee, at a luncheon given by the committee at the Hotel Roosevelt, New York. (See story page 17.)

Volume, Mrs. Laudin said in the foreword, "conveys the appreciation of the vast listening audience of this country" and "expresses their gratitude for radio's inestimable contribution to the democratic way of life and their faith that this potent medium of communication will continue to serve the nation in the spirit of the noblest traditions of a free and united people."

Letter after letter expressed amazement at the rapid progress of broadcasting. Herbert Brownell, chairman of the Republican National Committee, spoke of radio as "an infant in age, a giant in stature, wearing seven-league boots in striding along the highway of progress." William Green, president, American Federation of Labor, said: "The wonderful progress made in the field of broadcasting seems well nigh incomprehensible."

L. B. Schwellenbach, Secretary of Labor, praised radio's "immense value in the furtherance of understanding and tolerance." Edward J. Scheiberling, national commander of the American Legion, said: "The ready acceptance of the radio in our homes is a tribute to the manner in which those connected with broadcasting—with the radio industry—have kept pace with the spirit of our times."

Gen. George C. Marshall, Chief of Staff, praised "the splendid contribution of radio men and women" but said it is something many have tended to take for granted. "Radio," he said, "has become so intimate a part of the lives of all of us that we have fallen into the habit of casually accepting its wonders." He complimented radio on its "fine wartime production and for the splendid news coverage of the war."

Eric Johnston, president, Chamber of Commerce of the U. S., congratulated the broadcasting industry on "its contribution to our entertainment and instruction."

Ira Mosher, president, National Assn. of Manufacturers, described the people associated with broadcasting as "generally alert, aware, informed, under energetic and responsible leadership." He praised the NAB "which has done so much to insure the adherence of broadcasting to accepted standards of good taste and high ethics."

Many of the organizations, particularly charitable and educational groups, thanked broadcasters for their generous cooperation.

Canadian Assn. of Broadcasters, through President Glen Bannerman, extended greetings to NAB and voiced the hope that free broadcasting in the U. S. "may always be an inspiration to our industry in Canada."

Judge Miller thanked all segments of the industry that participated in the week and asked NAB members to send reports of their activities to be preserved as a record of the occasion.

His statement follows:

"With the passing of National Radio Week, celebrating Radio's Twenty-fifth Anniversary, we may say that broadcasting has now come of age. Our effort has been to catch the attention of our people and portray for them the growth of the free American system of broadcasting. We have good reason to believe that public understanding of its service, in peace and war, has been enhanced immeasurably.

"The President of the United States, other public officials, representatives of foreign nations, and a multitude of civic associations have joined, wholeheartedly, in paying tribute to our achievements. This goes far to compensate for the strident complaints of dissident individuals whose voices cry out, occasionally, noisily disproportionate to their number or importance.

Army Hour Broadcasts

"The Citizens' Radio Anniversary Committee testimonial luncheon in New York, broadcasts on the *Army Hour*, the program for the presentation of a commemorative statuette to the industry by the RMA and the reception to dedicate the new Senate Radio Gallery, attended by prominent legislators and the President of the United States have been typical of activities, celebrating our anniversary, in every corner of the land.

"The support which National Radio Week received from all branches of the industry, stations, networks, set and equipment manufacturers, and advertisers, aided by the trade papers and our friends of the press, established a fine record of cooperation. It is an example of unity which should inspire us in our planning for the future.

"In thanking the industry and its many friends for their splendid contribution to the success of National Radio Week, I express, also, the wish that members of the association send to me copies of material used, together with a report of activities for the week, which we shall preserve at NAB headquarters as a permanent and valuable record of the occasion."

AFTER THE VOWS—H. Preston Peters, president of Free & Peters, and Mrs. Peters, who was Virginia Church Morris, daughter of Arthur B. Church, president of KMBC, and Mrs. Church, following their marriage Nov. 3 at Mission Hills Country Club, Kansas City.

not just one...
OR TWO—OR THREE
But SIX IMPORTANT FACTORS
Make the El Paso Southwest
A truly GREAT MARKET
1. CATTLE—the finest cattle country in America.
2. COPPER—over 20% of America's production is in this vast area.
3. COTTON—the nation's highest cotton yield per acre.
4. TOURISTS—America's all-year playground on the sunshine border.
5. MEXICO—here's the gateway for imports and exports to Mexico.
6. SMALL INDUSTRIES—20 different industries provide diversified payrolls.

KROD
Dorrance D. Roderick, Owner
Pat Lawrence, Manager
600 KC 1000 Watts
EL PASO, TEXAS
Howard H. Wilson Co.
Nat. Rep.

550 KC

(Continued from page 15)

that there would be less need for the frequencies by the new applicants or for the maximum power by the existing stations.

Problems of far reaching importance, however, are presented by the request of the 550 kc group for maximum power. The Commission must decide whether the public interest is best served by increasing the coverage of existing stations or making new stations available in areas not now adequately served by existing stations.

Regardless of Merit

Regardless of the merits of the group's contention that it should have priority on the use of the 550 frequency, the Commission will not be disposed to take action at the expense of other applicants which have already been designated for hearing. Its experience has shown that even though long delays are involved, every applicant prefers to "have his day in court" rather than consent to immediate settlement.

While it is anxious to iron out conflicting cases through the use of informal conferences, as it did last December in granting five local station applications in Virginia, it has found that, generally speaking, "it's a tough proposition."

The 550 kc group requesting 5 kw power is composed of KOY Phoenix, KSD St. Louis, WGR Buffalo, WKRC Cincinnati, KTSA San Antonio, and KOAC Corvallis, Ore. (educational). All operate at 5 kw day and 1 kw night and would doubtless have been granted maximum night power were it not for Navy requirements. KSD is the only one of the group which has filed for 5 kw night and its application has been consolidated with new applicants for use of the frequency. The remaining stations expect to file their applications within the next two weeks.

A seventh station on 550 kc, KFYR Bismarck, N. D., is permitted 5 kw power day and night because of its distance from coastal waters.

Applicants for new stations on 550 kc are Constitution Publishing Co., Atlanta, seeking 5 kw day and night; New Mexico Publishing Co. Santa Fe, for 1 kw day and night; Booth Radio Stations Inc., Saginaw, Mich., 1 kw day and night; Federal Publications Inc., Lansing, Mich., 1 kw day and night; Montana Broadcasting and Television Co., 1 kw day and night; Caprock Broadcasting Co., Lubbock, Tex., 500 w day and night.

Consolidated with these cases are applications from WSVA Harrisonburg, Va., operating at 550 kc day only, seeking unlimited time; WJIM Lansing, for change from 1240 kc to 550 kc with 1 kw day and night; WOPI Bristol, Tenn., for change from 1490 kc to 550 kc with 500 w 1 kw power day and night; and KSD.

The restriction on use of 550 kc was ordered Sept. 7, 1937 by the FCC to preclude possible interference with the international distress (SOS) frequency of 500 kc and the 542 kc frequency used for naval aviation. Under the policy then invoked, the Commision refused to consider applications for new stations or increase of power or time of existing stations on 550 kc unless the station was less than 300 miles from the coast.

The Navy is understood to have advised the Commisison within the last two weeks that its need for the 542 kc frequency has considerably diminished and that restrictions on power are no longer required. Developments in the use of very high frequencies for aviation are believed to have occassioned the Navy action.

Veteran Aided

WHEN ART BROWN, swing organist at WHN New York, received a letter from an organist who had lost a leg in Navy service and feared he'd have trouble getting back into his profession unless he could get a lot of practice using his artificial leg on the bass pedals, he got busy. When the Navy man returns to New York he'll find letters from four organists offering him practice sessions at their instruments.

Britain Claims Lead

NEW television system demonstrated successfully in Cambridge, Eng., combining audio and video transmission and reception into single units, establishes Britain's lead over America and world in television, Transradio-Press quoted one of inventors as saying. A year ago, however, CBS ordered from Federal Telep. & Radio Corp. a single TV transmitter combining visual-sound transmissions on same carrier frequency, which permits simplified receiver design. CBS expects to demonstrate it before year's end.

BERMUDA MEETING DELAYED TO NOV. 21

POSTPONEMENT of the Anglo-American Telecommunications Conference in Bermuda from Nov. 13 to Nov. 21 at request of the British Government was announced last week by the State Dept. Strikes and storms held up sailing of the boat on which British delegates had passage. The conference will end Dec. 6, with the British leaving on Dec. 7.

Although President Truman has not yet approved the U. S. delegates, it appeared likely that among them will be Assistant Secretary of State Clayton, Francis Colt de-Wolf, chief, State Dept. Telecommunications Section, FCC Chairman Paul A. Porter and possibly Comdr. Paul D. Miles who on Thursday becomes chief of the new Frequency Service Section of the FCC (see story page 18).

Following commercial firms will send representatives: Western Union, AT&T, Press Wireless, RCA, RCAC, Radiomarine Corp., Aeronautical Radio, Tropical Radio. U. S. delegates will leave Washington Nov. 20 for New York by plane and fly to Bermuda by Pan-American clipper.

Answers FTC Charge

MONTGOMERY WARD & Co., Chicago, has filed answer to a Federal Trade Commission complaint charging the company with misrepresenting the number of tubes contained in radio sets it sells and with mirepresenting capacity of the sets for television. Asserting respondent has not sold or distributed sets since the spring of 1943, the answer denies its representations were false or misleading. It admits tuning beacon and rectifier tubes perform no function in detection, amplification and reception of signals but maintains they do perform important, necessary functions in operation of sets. Answer further admits that sets were incapable of receiving and reproducing picture signals in visual form, but contends they were equipped so they could be plugged in and used in connection with video sets for the purpose of amplifying and strengthening the sound produced and broadcast in connection with picture signals produced in visual form.

Coincidence

MUTUAL received a letter from a ten-year-old organist in Salem, Ore., applying for audition on "Tomorrow's Talent" a special broadcast which climaxed National Radio Week on Nov. 10, signed by Phil Carlin Jr. Name, coincidentally, is the same as that of the originator of the idea of the show—Phil Carlin, MBS vice-president in charge of programs. They are not related.

Your Advertising Talks to 23% Greater Buying Power*

Folks in the Tri-Cities are industrious. They eat more than the average U. S. family, spending 23% more for food.* This means the Tri-Cities is a plus food market!

A major portion (52½%) of the Tri-Cities food sales originates on the Illinois side, in the Moline-Rock Island zone. WHBF is the favorite home station with plenty of local influence. In all, WHBF's primary area (.5 MV) reaches 1¾ million people . . . in the very heart of the Corn Belt.

*As revealed by 1940 Census

WHBF
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

KFMB Sells SAN DIEGO

SPRINGBOARD TO TOKYO!!

That's metropolitan San Diego . . . where a great exclusive audience of 373,500 civilians reside in an area within 15 miles of our antenna. And . . . they must be covered from within to be covered right! KFMB is doing the real job in San Diego . . . we can do it for you!

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.
JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO

IN EASTERN NORTH CAROLINA
WRRF
COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET
Over 600,000 Population
67,144 Radio Homes
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
Served by
WRRF The American Network Station
Write Us Today for Our New Informative Folder
TARHEEL BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York • Chicago • Philadelphia

CHATTING INFORMALLY at opening of Senate radio gallery broadcast room last week were these notables (l to r); Speaker Rayburn of the House; a Government employe; Leslie Biffle, Senate clerk; President Truman; Kenneth Berkeley, general manager, WMAL, back of President; Richard Harkness, NBC, president, Radio Correspondents Assn.; Mrs. Louise MacFarlane, WITH Baltimore; Sen. Maybank (D-S. C.), back of Mrs. MacFarlane; Ian Ross MacFarlane, WITH-Associated; Bob Evans, WTOP-CBS; NAB President Justin Miller (handkerchief to mouth); FCC Chairman Paul A. Porter; Raine Bennett, WRC-NBC.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

ST. LOUIS SNAPSHOTS

HE CAN RELAX... HE HAS A RESERVATION AT THE HOTEL Mayfair

Gallery

(*Continued from page 16*)

dedication was held up until National Radio Week. The room was first used, while work was still going on, to broadcast Senatorial comments on the death of the late President Roosevelt last April. First use of the network booths was made on V-E Day, but permanent installations then were lacking and the networks installed temporary lines. Sen. O'Mahoney (D-Wyo.) is the first Senator to broadcast from the new room.

Several news broadcasts originate now from the Senate radio room and more are expected after the first of the year when Congress returns from Christmas vacation and ties into postwar legislation.

Room in House

A radio room comparable to that of the Senate is being installed in the House wing of the Capitol. Work will be completed late this year, according to Architect Lynn. Formal ceremonies opening the House radio room also are being planned by the Correspondents Assn., which now numbers more than 100 active members in Washington and some 400 associate members.

Members of the executive committee who were hosts at Wednesday's formal opening of the Senate room are: Earl Godwin, American network, past president and ex-officio; Richard Harkness, NBC, president; Rex Goad, Transradio Press, vice-president; William Costello, CBS, secretary; Al Warner, WOL-Mutual, treasurer; Rudolph Block, KIRO Seattle, member-at-large.

Guests included FCC Chairman Paul A. Porter, NAB President Justin Miller, Secretary of Labor Schwellenbach, Speaker Rayburn, Secretary Biffle of the Senate, Felton Johnson, secretary to the Majority; Carl Loeffler, secretary to the Minority; Wall Doxey, sergeant-at-arms; Mark Trice, assistant sergeant-at-arms; Ad Schneider, NBC New York; Cedric Foster, Mutual Boston; Robert Menaugh, superintendent, House radio gallery; Harold Beckley, superintendent, Senate press gallery, and the following Senators:

Brewster (R-Me.), Byrd (D-Va.), Capper (R-Kan.), Carville (D-Nev.), Connolly (D-Tex.), Cordon (R-Ore.), Donnell (R-Mo.), Ellender (D-La.), Ferguson (R-Mich.), Guffey (D-Pa.), Gurney (R-S. D.), Hart (R-Conn.), Hatch (D-N. M.), Hickenlooper (R-Ia.), Hill (D-Ala.), Huffman (D-O.), Kilgore (D-W. Va.), Knowland (R-Cal.), Langer (R-N. D.), Maybank (D-S. C.), McMahon (D-Conn.), O'Mahoney (D-Wyo.), Reed (R-Kan.), Revercomb (R-W. Va.), Taylor (D-Ida.), Tunnell (D-Del.), Wiley (R-Wis.), Willis (R-Ind.).

Also invited were members of the trade press. Virtually all of the 106 members of Radio Correspondents Assn. attended.

Congressional Appeal Seen in Decision Of Court Against 1943 Deficiency Act

CONGRESS is expected to appeal a U. S. Court of Claims decision of last week, awarding back salaries to three former government employes—two of the FCC—whose wages were cut off in 1943 urgent deficiency bill. John C. Gall, attorney retained to represent Congress, will confer this week with House Appropriations subcommittee, headed by Rep. Kerr (D-S.C.), which initiated action to terminate salaries.

Affected are Dr. Goodwin Watson, former chief of analysis division, Foreign Broadcast Intelligence Service, who was awarded $101.78; William E. Dodd Jr., former editor in FBIS, whose award was $59.83, and Robert Lovett, executive assistant to the Governor of the Virgin Islands, whose $1,996 claim was upheld.

Congress attached a rider to the 1943 deficiency bill prohibiting use of appropriations for paying salaries of the three after Nov. 15, 1943. On recommendation of Charles R. Denny Jr., then FCC general counsel and now a Commissioner, and the Dept. of Justice, the three men worked an extra week to test the constitutionality of the rider. The Court of Claims held that the Congressional act was unconstitutional. In meantime both Dr. Watson's and Mr. Dodd's former jobs have been abolished. Congressional action followed charges by the old Dies group that the three were alleged "left wing radicals" and "fellow travelers".

WPAB Sale Approved

CONSENT has been granted by the FCC to acquisition of control of WPAB Ponce, P. R., by group of present stockholders through purchase by Alberto Wirshing of 10% interest held by Pedro Juan Serralles. Amount involved is $4,050. Mr. Wirshing, Arturo Gallardo, Mrs. Porrata Doria, Charles Clavell and Rafael Lopez Zapata now hold total combined interest of 55%. Remaining stock is owned by Miguel Soltero Palermo.

WJHP
JACKSONVILLE FLA
NORTHERN FLORIDA'S BEST RADIO "BUY"
• Send for Details •
Represented by JOHN H. PERRY ASSOCIATES

Standbys

(Continued on page 16)

been stronger. He turned down a second glass.

* * *

SEN. MAYBANK (D-S. C.) commented that he could "make a lot of speeches now". He was responsible two years ago for getting the World Series broadcasts on a local station in South Carolina not affiliated with Mutual and has staunchly defended the FCC network regulations.

* * *

SPEAKER RAYBURN (D-Tex.) almost didn't get in and once in he held onto his hat. At the door Rep. Rayburn, accompanied by a gallery member, was halted by secret service operatives. The gallery member produced his card, was admitted. "Where's *your* card?" the agent asked the Speaker. "He's the Speaker of the House," interjected the radio newsman. Apologies were in order and the Speaker smilingly entered. President Truman asked if he were leaving, noting the Speaker with hat in hand. Said Mr. Rayburn: "Mr. President, I have a new hat and I don't want to take a chance on losing it." Mr. Harkness interposed: "I'll bet if you had gone to the press gallery, Mr. Speaker, you would have laid your hat down." EDITOR'S NOTE: Several distinguished guests, including Secretary of Labor Schwellenbach, couldn't find their hats after the event.

* * *

SEN. CHAN GURNEY (R-S. D.), former operator of WNAX Yankton, S. D., a late comer, said on the radio room: "I'm glad to see this. Radio is an important medium in our daily lives."

* * *

SEVERAL guests failed to bring their special admittance cards and D. Harold McGrath, superintendent of the Senate radio gallery, had to leave the room several times to identify them to the satisfaction of the secret service.

* * *

ALL ENTRANCES and stairways in the vicinity of the radio room were closed at 3:30 p.m. Night guards were called on duty. Secret service men roamed the Capitol virtually all day Wednesday. A general hush-hush "what's up" atmosphere prevailed. The question was answered when, shortly after 4:30, the President arrived.

* * *

SUPERINTENDENT McGrath and President Harkness had a last-minute problem that Earl Godwin solved in the nick of time. They wanted to hang a framed copy of President Truman's letter on radio which appeared in the July 9 BROADCASTING. The walls were crowded with pictures of Senators, Representatives, Cabinet members and commentators. Said Mr. Godwin: "Take Godwin's picture down. The President's letter is far more important than my likeness." It wasn't necessary. A small picture below the American commentator's was removed and the letter hung directly beneath the Radio Correspondent Assn.'s past president's photo. "I heartily concur in the President's views," said Mr. Godwin.

* * *

SECRET SERVICE men had the toughest assignment of all. President Truman—at home on Capitol Hill—moved nimbly about the crowd, greeting old friends and meeting new ones. Two men among them detailed to guard him attempted to stand at his back at all times, but the President outmaneuvered them on footwork.

FCC Assigns Frequency Bands For Use of Amateur Operators

SOME 60,000 amateur operators may resume operations November 15 in new frequency bands allocated by the FCC. Announced last Friday, assignments follow previously reported proposed allocations of the Commission.

Amateurs, whose ranks include many practical as well as potential broadcasters, have been off the air since Pearl Harbor except for provisional period designated by the Commission this year in 112-115.5 mc band during August 21-November 15 period.

The official consent, Order 130, adopted Friday, is effective Thursday 3 a.m. EST for operators in good standing before war and validates certain amateur station licenses until May 15, 1946. Order also cancels several previous war emergency period orders relating to contact with foreign stations, portable operation, overall amateur operation and the late order of provisional operation.

Following frequency bands are assigned by Order 130 for amateur use:

28.0-29.7 mc using type A1 emission (code).

28.1-29.5 mc using type A3 emission (voice).

28.95-29.7 mc using special emission for radiotelephony (FM).

56-60 mc using A1, A2, A3 and A4 (facsimile) emissions. Frequencies 58.5-60 mc are available for amateur radiotelephony until 3 a.m. EST March 1, 1946, at which time subject to further order, television broadcast stations now assigned frequencies within 50-54 mc band will be removed and band then assigned to amateur service in lieu of 56-60 mc band.

144-148 mc, using A1, A2, A3 and A4 emissions and special emissions for radiotelephony and radiotelegraphy (FM). Portion of band between 146.5-148 mc shall not be used by stations located within 50 mile area of Washington, D. C., or Seattle, Wash., because of use of those facilities for the time being by other services.

2300-2450 mc, 5250-5650 mc, 10000-10500 mc and 21000-22000 mc using A1, A2, A3, A4 and A5 (television) emissions and special emission for radiotelephony and radiotelegraphy (FM).

Order expressly excludes use of any of these frequencies by amateur stations in Central, South and West Pacific Ocean areas for present time. Commission pointed out additional assignments will be effected gradually and in consideration of present uses by other services such as military and government.

All amateur station licenses valid at any time during the period December 7, 1941 to September 15, 1942 (date of suspension of actions on station licenses re renewals or modification), which have not been revoked are good for presently designated six-month period.

Amateur operators licenses have been issued throughout war period. Several thousand of these are held by servicemen who through their amateur qualifications were routed into communications work.

Commission representatives, as well as spokesman for amateur group in Washington, believe there will not be much of a delay in resumption of amateur work, as most hams are "ready to go".

Station and operator licensing is handled on FCC Form 610, to be available at some 30 FCC local offices within next few weeks.

PAUL RAIBOURN, President, Television Productions Inc., will address the American Association of Advertising Agencies in Los Angeles Nov. 14 on the subject "The Case for Sponsored Television".

Better Use
WINN
in LOUISVILLE
BASIC STATION AMERICAN
WINN
BROADCASTING COMPANY
HARRY McTIGUE General Manager

"OPEN SESAME"
TO
OKLAHOMA'S
PROSPEROUS
MAGIC EMPIRE
KTUL CBS TULSA
John Esau, Gen. Mgr.
Represented Nationally by Free & Peters, Inc.

AP
KALE, Portland, Oregon
". . . convinced AP should be an integral part of every leading radio station . . . features spicy and timely . . . dispatches from every corner of the globe are concise, highly readable and always early."
Tom Decker
News Director
available through
PRESS ASSOCIATION, Inc.

MUTUAL NETWORK
Now On
WMOH!
Over 160,000 Radio Homes In .5 MV/M Area!
WMOH
Hamilton, Ohio

Making Steel Talk
• WATCH!

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Represented
HEADLEY-REED CO.

WNAX
YANKTON – SIOUX CITY
MIDWEST FARMERS BUY WNAX ADVERTISED PRODUCTS
REPRESENTED BY THE KATZ AGENCY

WCKY
the 50,000
watt voice
of Cincinnati

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Telephone Survey Advantages Shown

Factor of Attentiveness Included in Hooper Data

THE COINCIDENTAL telephone audience survey method supplies a measure of attentiveness of the listeners as well as of reported listening, C. E. Hooper, president of C. E. Hooper Inc., told a meeting of subscribers to Hooper reports held Wednesday at the Hotel Biltmore, New York. Similar client meeting was held the previous week in Chicago and one is scheduled for Nov. 15 in Philadelphia, with others to follow.

Special study on attentiveness was made, Mr. Hooper said, to account for differences between audience ratings reported by his organization and by C. E. Nielsen mechanical measurement of receiver use. The Nielsen reports, he said, were usually higher than Hooper ratings, but not consistently so, with greatest differences found in the daytime.

Hooper interviewers, using both phone and personal interviews for a four-day period, asked two special questions: Was there a radio set turned on anywhere in your house when the telephone (doorbell) just rang? Was anyone actually listening, or was it turned on between programs with nobody listening?"

Results, Mr. Hooper explained, showed generally that when programs were such as to call for attentive listening, such as news, difference between telephone and meter ratings is smallest; when programs do not call for such listening, difference tends to increase. For example, he reported, meter measurements were 43.6% higher than telephone coincidental ratings for the 8-9 a.m. period, but when this is broken down by quarter-hours it is found difference rose from 27.6% during 8-8:15 a.m. news to 68.7% after news had ended. Similar analysis of noontime listening showed average difference of 32.7% for 12-1 p.m. hour, with only 14.1% during noon news and 39% afterwards.

Lewis Tour

DOROTHY LEWIS, NAB coordinator of listener activities, left New York Nov. 11 for a three-day speaking tour. Today (Nov. 12) she is to address a luncheon of civic and educational leaders in Utica sponsored by WIBX. On Tuesday she will speak to the combined conventions of the New York State Farm Bureau, New York State granges and Four-H Clubs in Syracuse. Wednesday at Rochester she will address the Federation of Women's Clubs and will be an honored guest at a luncheon given by Mrs. Frank Gannett, wife of the owner of the Gannett newspaper stations. On Thursday, Mrs. Lewis will serve as chairman in the regular advertising women's luncheon in New York.

C. H. BOND RETURNS FROM AAF SERVICE

CLYDE H. BOND, consulting radio engineer, last week rejoined the firm of May & Bond, Washington, consulting engineers, after a year of active service in the China theater for the Operations Analysis Division of the Army Air Forces. Mr. Bond, a civilian engineer with the Army, became a member of the original firm of May, Bond & Rothrock upon its formation more than a year ago. Last Oct. 31, that firm was dissolved and the new firm of May & Bond was established. Harold Rothrock has left the firm and has not yet announced his plans. May & Bond offices are in the Kellogg Bldg., Washington.

Mr. Bond

HOPE LEADS HOOPER PACIFIC COAST LIST

BOB HOPE pulled top audience on Pacific Coast during October according to C. E. Hooper Inc., whose October Pacific network report gives Bob Hope program a rating of 28.3. *Fibber McGee & Molly* was second with 21.4 and Fred Allen third with 21.3.

First 15 programs also included *Great Gildersleeve*, 19.2; *Charlie McCarthy*, 19.1; *Mr. District Attorney*, 18.9; *Abbott & Costello*, 18.7; *Hildegarde*, 18.0; *Take It or Leave It*, 17.2; Walter Winchell, 16.6; *Screen Guild*, 16.6; Fannie Brice, 16.1; *Truth or Consequences*, 15.7; *Adventures of the Thin Man*, 15.2; *The Whistler*, 15.2.

Report shows average evening audience rating of 8.2, up 1.0 from September and up 0.4 from Oct. 1944. Average evening sets-in-use was 30.5, up 2.6 from September, down 0.3 from Oct. 1944. Average evening available audience is 74.8, up 1.0 from September, down 0.2 from Oct. 1944.

Average daytime audience rating was 3.6, down 0.1 from September, down 0.3 from Oct. 1944. Average daytime sets-in-use was 14.5, loss of 0.3 from September, gain of 0.3 from Oct. 1944. Average daytime available audience was 66.9, unchanged from September but 1.5 more than for Oct. 1944.

Curtis TV Sponsor

CURTIS PUBLISHING Co., Philadelphia, sponsored the exclusive telecast of the Army-Notre Dame football game last Saturday from New York Yankee Stadium on NBC's television station WNBT. Company will also sponsor the Army-Navy game on Dec. 1 at Philadelphia. Broadcasts of the game on NBC are also sponsored by Curtis. Agency is Macfarland Aveyard & Co., New York.

Ellison Criticizes Radio Commercials

Sylvania Exec Addresses Group Of Canadian Advertisers

"TWO of the more serious complaints of people about advertising concern certain types of radio commercials and boastful, braggadocio advertisements," Paul S. Ellison, vice-chairman of the Assn. of Natl. Advertisers and director of advertising and sales promotion of Sylvania Electric Products Inc., New York, told the annual meeting of Assn. of Canadian Advertisers at a meeting at Toronto, Canada, last Wednesday.

"The largest single area of criticism has to do with radio commercials," he said. "It is interesting to note that although just about every member of the public is a radio listener, four out of five say they prefer commercially-sponsored radio to Government-controlled broadcasting."

"But there is a consistent minority of 15% who would rather pay a tax on their receivers and have the Government take over. Nearly all these people indicate that the reason they have developed this attitude is because of the obnoxious nature of some radio commercials.

"One result of these findings has been a large volume of private research in the past several months on radio commercials so that sponsors and broadcasters can determine how to harmonize such messages with the public's desires."

Farm Group Meeting

FARM Directors Committee of the NAB has tentatively scheduled a meeting Dec. 4-5 in Chicago. Larry Haeg, farm director of WCCO Minneapolis, is committee chairman. C. E. Arney Jr., NAB secretary-treasurer, will attend.

War Production Data

CENSUS BUREAU last week published a collection of 26 radio and radio war production tables covering the period from July 1940 to July 1945. Figures previously had been announced by the War Production Board and showed total output during the period of $7,680,000,000 [BROADCASTING, Oct. 8].

Strout for Baukhage

RICHARD STROUT, Washington correspondent of the *Christian Science Monitor;* David Wills of the American staff in Washington, and Leon Henderson, former chief of the OPA, will replace H. R. Baukhage, American commentator, on Tuesday, Wednesday and Friday broadcasts, in that order, while Baukhage covers the Nuremberg trials on American, broadcasting from Germany on Monday and Thursday at his regular time, 1-1:15 p.m. Program, *Baukhage Talking*, is on five times weekly on co-operative basis.

RADIO CONFERENCE IS SET FOR MARCH

FOURTH ANNUAL radio conference will be held the first week in March at U. of Oklahoma, Norman & Oklahoma City. University will be host at the conference, whose theme will be "Radio in Transition".

Sherman P. Lawton, newly appointed radio director, U. of Oklahoma and in charge of organization for conference, held pre-conference meetings in October and November in Oklahoma City and Tulsa. He will meet with radio leaders in Chicago Nov. 22 and 23 for a program planning conference.

Members of the 1946 radio conference committee are: M. K. Bonebrake, KOCY Oklahoma City; Kenyon Brown, KOMA Oklahoma City; Arthur Casey, WOL Washington; Peggy Cave, KSD St. Louis; W. W. Charters, Stephens College, Columbia; Robert Compton, WCAZ Carthage, Ill.; Doris Corwith, NBC New York; Willard D. Egolf, NAB, Washington; Robert Enoch, KTOK Oklahoma City; Jerry Hoekstra, KMOX St. Louis; Lt. Col. Harold Kent, U. S. Office of Education, Washington; Ken Miller, KVOO Tulsa; Tom Slater, Mutual, New York; Harrison B. Summers, American, New York; Chester Thomas, KXOK St. Louis; Keith Tyler, Assn. for Education by Radio, Columbus; Judith Waller, NBC, Chicago; Earl Williams, KFAB Omaha.

Hearing on Use of 'ABC' Is Postponed to Dec. 3

HEARING on Associated Broadcasting Co.'s efforts to restrain American Broadcasting Co. from using the call letters "ABC" last week was postponed from Nov. 7 to Dec. 3 by Judge Michael Igoe in U. S. District Court, Chicago.

Latter date, it was explained, is the earliest on which the Court can hear the arguments, due to the press of other official business.

Carter Hearing

HEARING to take additional testimony in the case in which Federal Trade Commission charges Carter Products Inc. (Carter's Little Liver Pills) with false advertising was slated to open last week in Philadelphia. Respondent is accused of falsely advertising the therapeutic properties of Carter's Little Liver Pills.

Stock Rights

COMMON stockholders of Crosley Corp. of record Nov. 6 have received rights for 21 days to subscribe to no-par common stock of Crosley Motors Inc., at $6 a share, to the extent of one share for each share of Crosley Corp. held, according to an order of the New York Stock Exchange on Nov. 7, covering transactions in Crosley Corp. shares. The rights will expire on Nov. 27.

Right on Schedule

WHILE GUITAR Player Tony Mottola was making music on the Jack Berch show on American last Wednesday a little after 4 p.m. his wife presented him with a six-pound, 15-ounce baby daughter. Just 26 months before, also at 4 p.m. when Tony was broadcasting with Perry Como, the Mottola's first daughter was born.

Van Volkenburg Heads N. Y. CBS Radio Sales

MAJOR CHANGES in management affecting CBS-WBBM Chicago and CBS-KMOX St. Louis announced last week have resulted in Jack Van Volkenburg's appointment to head radio sales for CBS New York. He has been with WBBM 15 years, as assistant to H. Leslie Atlass, vice-president and general manager, CBS western division. He suceeds Kelly Smith, recently named CBS director of station relations. Frank Falknor, general manager of KMOX, takes Mr. Van Volkenburg's position at WBBM, while remaining chief engineer of CBS western division. Wendel Campbell, KMOX commercial manager, becomes general manager.

Other changes include appointment of Bill Edwards of CBS New York sales office, as head of WBBM sales department; Dave Sutton, released from Marines as captain, becomes sales manager of KMOX; with Maj. H. Leslie Atlass Jr., released from Signal Corps, named director of installation of CBS-WBBM television facilities.

IT&T Receiver

FEDERAL TELEPHONE & RADIO CORP., manufacturing subsidiary of I. T. & T. will enter the radio receiver field in addition to its activities in manufacturing transmitter and associated equipment for AM and FM broadcasters. Company plans an initial line of four or five table models to which cabinet models including combination radio-phonograph will be added at a later time.

Home Products Dicker

AMERICAN Home Products, New York, through Dancer-Fitzgerald & Sample, New York, is negotiating with NBC for possible sponsorship of the Fred Waring program, 11-11:30 a.m., now sustaining on NBC, 5 times weekly. NBC's asking price for the program, which network has declined to reduce, is however, beyond figure set by AHP, and a co-sponsorship deal is under consideration. Matter is still in the preliminary discussion stage.

JOHN HOGAN URGES MORE COOPERATION

"RADIO will be developed faster if those engaged in it work together more," John V. L. Hogan, fellow and past president of the Institute of Radio Engineers and president of WQXR New York, told members attending the institute's Radio Pioneers' party at the Hotel Commodore, New York, last Thursday night.

"No one can state how much the institute has contributed to the winning of two world wars," Mr. Hogan said. "But radio communication was much used in World War 1, and radio communication and control were well nigh indispensable in World War 2, and I do not believe I would be far wrong if I should say that the greater part of radio development, both civil and military, has been based upon the work and the thinking of men who have been and are associated with the IRE."

More than 1,000 wireless pioneers from the earliest start of radio to the beginning of broadcasting 25 years ago met at the pioneers' party. Demonstrations of early wireless equipment were included during the evening.

CBS Gross Shows Gain For Period of 39 Weeks

CBS and its subsidiaries had a gross income of $63,046,931 for the 39 weeks ending Sept. 29, 1945, according to a consolidated income statement issued last week by Frank K. White, vice-president and treasurer. Figure is about a half of one per cent higher than the gross of $62,730,765 for the same period of 1944. Net income for this year to date totals $4,234,247, a rise of 24.8% from the net of $3,399,081 in the first nine months of 1944. When the $1,000,000 "extraordinary gain" from the sale of WBT after allowance for federal taxes is deducted, however, the CBS net from operations for the period is $3,234,247, a decrease of 4.8% from last year's figure. Total earnings per share were $2.47 this year as against $1.98 last for the nine-month period.

CBS board declared a cash dividend of 60 cents a share, payable Dec. 7 to stockholders of record Nov. 23.

ACLU Conference

WHAT remedies are practicable to overcome restraints on radio, press and moving pictures by concentration of power in industries will be one of the topics at an all-day conference of American Civil Liberties Union at Hotel Biltmore, New York, Nov. 24. Conference will be presided over by James L. Fly, former FCC chairman, and A. D. Willard Jr., of the NAB, will lead the discussions. Conference marks 25th anniversary of Union.

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—Loew's Affiliate

UNIVERSAL NETWORK
Insures the
Very best facilities,
Excellent services for
Regional coverage of
San Francisco
And
Los Angeles markets
☆
UNIVERSAL BROADCASTING CO.
Mark Hopkins SAN FRANCISCO
6757 Hollywood Blvd. HOLLYWOOD

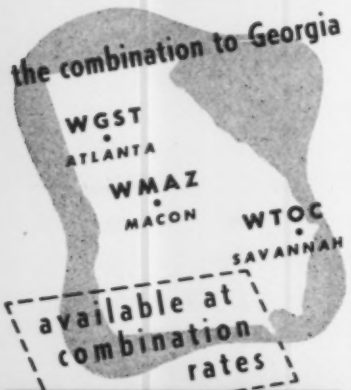
FOR THE
"World's Best Coverage of the World's Biggest News"
UNITED PRESS

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!
65 *DIFFERENT* PROGRAMS DAILY!
WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN Broadcasting Co.
FREE & PETERS Natl. Reps.

KSEI
POCATELLO · IDAHO

KOIN
It takes an informed community to do a community job.
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.



the GEORGIA MAJOR MARKET TRIO
Represented by THE KATZ AGENCY, Inc

CBS WJNO
Where "Dun & Bradstreet" meet "Hooper & Crossley"!
"THE VOICE OF THE PALM BEACHES"

APPLICATION FILED FOR KDON CHANGES

APPLICATION was filed with FCC last week to effect equal division of control of KDON Monterey, Cal., between Robert A. Griffin, now 50.25% owner, and Salinas Newspapers Inc., holder of remaining interest. Mr. Griffin would sell five shares (0.25%) for $150 to the newspaper group whose stock is held in proxy by Paul H. Caswell, president of Monterey Peninsula Broadcasting Co., KDON licensee. Purpose is to bring about better programming and overall operation, according to application.

Salinas Newspapers Inc., is controlled by John Ben Snow (43.75%), Merritt C. Speidel (43.75%), R. M. Speidel and H. S. Bunker who are identified with Speidel newspaper interests and WKIP Poughkeepsie, N. Y.; KFBC Cheyenne, Wyo., and WGNY Newburgh, N. Y.

Voluntary assignment of license of KSUN Lowell, Ariz., is requested of FCC from Copper Electric Co. Inc., owned by Carleton W. Morris, to Mr. Morris as individual. No money is involved.

Also formally filed with the FCC last week was application for sale of WFIL Philadelphia to *Philadelphia Inquirer*, a division of Triangle Publications Inc., for total consideration of $1,900,000 (see story page 100). WFIL licensee firm is owned by Lit Bros., department store controlled by City Stores Co., which in turn is controlled by Bankers Security Corp. City Stores is also 100% owner Maison-Blanche Co., half-owner of WSMB New Orleans.

Malone Speaks

TED MALONE, commentator on American, has been chosen as principal speaker of the annual "Achievement Today" celebration Nov. 15 at his alma mater, William Jewell College, Liberty, Mo.

Murrow Baby

EDWARD R. MURROW, European news chief of CBS, is the father of a boy, Charles Casey Murrow, born in London.

Name Advertising Counsel

GARFIELD & GUILD, San Francisco, have been appointed advertising counsel for Newell Gutradt Company, makers of Strykers granulated soap, which is distributed by E. L. Roberts & Co. in northern California and by Bert Levi in southern California.

Tribute to Miss Hoskins

AMERICAN FORCES Network paid tribute to Doris Hoskins, secretary to the London office of American Broadcasting Co., on Nov. 7 by dedicating "Strictly off the Record" show on AFN, written by Sgt. Dick Dudley, to her as a reward for the cordial relations between the networks.

Bard With Eldean

RICHARD K. BARD, recently released from the Army after five years service and formerly in the publicity department at WNEW New York, has joined the Fred Eldean organization, New York, as account executive.

Meakin Mike

JACK MEAKIN, musical director on NBC's "The Great Gildersleeve," has applied for patent on a new all-plastic microphone with an extension stand which automatically is raised and lowered by pressing a button. Named the "Meakin Mike", inventor claims it will do everything but ad lib when a comedian can't.

CORRESPONDENTS from three nets chat with Lt. Gen. Harold George, commanding general of ATC, prior to taking off on the round-the-world flight on the "Globester". Left to right, they are: Ted Malone (American), Gen. George, Dave Driscoll (MBS), Bob Trout (CBS), and Maj. Robert McAndrews, of Headquarters, AAF Office of Radio Production, and former sales promotion head of NBC West Coast.

New Relay Station CPs Granted Western Union

FCC last week granted applications of Western Union Telegraph Co. for construction permits for a chain of 22 experimental Class 2 microwave relay stations in a "line of sight" relay system extending from New York to Pittsburgh, from Pittsburgh to Washington, from Washington to Philadelphia and from Philadelphia back to New York.

Present authorization is second link in continuation of company's development program, ultimate object of which is to obtain a commercial radio relay system connecting all principal traffic centers within the U. S. Previous grant was made by FCC for chain of similar stations at New York, New Brunswick, Bordentown and Camden, N. J.

Frequencies from 1853 to 11858 mc will be used with 15 w power at each station and with types A0, A1, A2, A3, A4 and special emissions.

Hartman at KROW

LOU HARTMAN, released from the Merchant Marine, formerly of KOCY Oklahoma City and WMAQ Chicago, has joined KROW Oakland, Cal., as announcer.

Beech-Nut Sponsors

BEECH-NUT PACKING Co., New York (Beech-Nut gum), sponsors spot announcements and chainbreaks on more than 150 stations throughout the country, including WLIB WNEW WOR WJZ New York, and "Richard Harkness and the News" three nights a week on WEAF New York. Agency is Newell-Emmett Co., New York.

Read Leaves KFQD

WALTER L. READ, commercial manager of KFQD Anchorage, Alaska, has joined Radio Specialties Co., Los Angeles, as broadcast sales representative. Firm is distributor for Gates Radio Co. in Cal., Nev., U., Ariz., and N. M.

Robbins Emcee

FRED ROBBINS, formerly announcer of the Danny Kaye and the Vitalis programs, started Nov. 5 as m.c. of "1280 Club" 6 times weekly, 7:30-10 p.m. on WOV New York.

NONPROFIT GROUPS MAY BUY SURPLUSES

NONPROFIT educational and public health institutions were granted opportunity to buy surplus property at a discount in a regulation (SPA No. 14) issued Thursday by the Surplus Property Administration. The discount applies whether made by the institution itself or by a state or local government acting on its behalf.

The plan provides a 40% discount from "fair value" of the property. Other nonprofit institutions may purchase at "fair value", which is defined as a price not to exceed the lower price offered at any trade level at time of acquisition. Federal Security Agency will determine eligibility to discount.

Several educational institutions have indicated intent to build FM broadcast stations should transmitters and studio equipment turn up in surplus property inventories. So far only communications equipment and components of various sorts have appeared in inventories of the RFC, disposal agency for surplus goods.

Sonora Schedule

SONORA RADIO & TELEVISION Corp., Chicago (radio receivers), on Nov. 12 starts using schedule of transcribed station breaks on KHJ Hollywood. Contract is for four weeks. Weiss & Geller, Chicago, has the account.

Zimmerman to WEMP

CAPT. CARL ZIMMERMAN, producer and announcer for front-line pickups on "Army Hour", and Army Radio Officer with RCA in Naples, Rome, France and Germany, is out of Army and is named program director of WEMP Milwaukee.

Electroaire Agency

ELECTROAIRE Corp., New York (Electro-Aire Ozone Generator), has appointed A. W. Lewin Co., New York, to handle its advertising. Company has bought participating program "Dorothy & Dick", started Nov. 10 for 13 weeks on WOR New York. Plans are to buy other participating shows of the same type.

HEARING IS ORDERED ON WRAW TRANSFER

HEARING on four specific issues was designated by the FCC last week in proposed transfer of control of Reading Broadcasting Co., licensee of WRAW Reading, Pa., to a group headed by Col. J. Hale Steinman and John F. Steinman. Four-sevenths interest is to be purchased for $100,000 by stations in which stock is held by the Steinmans, who last year purchased three-sevenths interest in WRAW for $62,500 after selling WILM Wilmington, Del., under duopoly regulation.

Issues stated by Commission are (1) to obtain full information as to the direct and indirect interests in and connections with broadcast stations of J. H. Steinman and John F. Steinman and other members of the Steinman family and the areas and populations served by said stations; (2) to determine the character and extent of concentration of control over broadcast stations by said Steinmans which might result if the application is granted and the effect thereof upon competition in the areas involved; (3) to obtain full information as to the staff proposed to be employed if the application is granted, and (4) to determine the effect of the consideration paid upon the financial responsibility of the transferees and the program service of WRAW.

Specifically, the four-sevenths interest in WRAW is equally divided between WGAL Lancaster and WKBO Harrisburg, Pa. WGAL acquires stock of Raymond A. Gaul, president and manager of WRAW who is to remain as manager. WKBO acquires holdings of Harold O. Landis, WRAW secretary-treasurer.

Marines Honor Mutual

MARINE CORPS League, official veterans organization of the Marine Corps, will award a public service citation to Mutual this evening (Nov. 12) in recognition of an emergency broadcast from Guam Feb., 1945. On broadcast, made while the battle of Iwo Jima was in progress, Mutual Correspondent Arthur Prim made an appeal for whole blood which within 42 hours produced a sufficient response to save the lives of thousands of wounded Marines. Citation will be presented by Allen Stevenson, national commandant of league, during a broadcast from the Waldorf-Astoria, New York, as part of celebration of 170th anniversary of the corps.

Riklin Is Chairman

LOUIS J. RIKLIN, of WOAI San Antonio's sales staff, has been appointed chairman of the speaker's committee for San Antonio's Victory Loan Drive.

Adler With Dennison

ROBERT ADLER, recently released from Army Air Forces after serving three and one-half years, has returned to Chicago office of Craig E. Dennison Agency, Chicago, as account executive.

Hero's Dream

FONDEST DREAM of Bataan's "one-man Army," Maj. Arthur W. Wermuth, during the nightmare of Bataan and long years in a Jap prison camp, was to take off his shoes, hold his wife on his lap, and relax while he listened to the radio. "That's just what I intend to do tonight," he said when interviewed in Chicago.

Tribute to Broadcasting Paid by Press Wireless

TRIBUTE to broadcasting as a means of news transmission throughout the world was paid by A. Warren Norton, president of Press Wireless, in connection with the observance of radio's 25th anniversary. He pointed out that on Feb. 22, 1922, less than two years after the start of domestic broadcasting, one of the pioneer trans-Atlantic broadcasting circuits began operation between England and Halifax, Nova Scotia. The success of this circuit, he said, stimulated rapid and extensive development of other installations for news purposes until today the world is circled by dozens of such circuits, many of them used almost exclusively to transmit voice, photographs and texts for the press.

"The use of broadcasting by the press has been one of the most important influences in stimulating the development of radio just as the news demands made upon the telegraph encouraged the growth of wire transmissions many years ago," Mr. Norton said. "As the press continues to grow in world-wide importance, it will continue to be one of the chief incentives to the further perfection of radio broadcasting."

Press Praise

HONORING radio's 25th anniversary, *The Sheboygan* (Wis.) *Press*, owners of WHBL, ran an editorial reviewing the quarter century. In closing, the editorial stated, "Radio Station WHBL and all those affiliated with it, whether the American Broadcasting Co. or the local management and staff, take this opportunity to express our appreciation for the encouragement that has been ours since the opening of the first station, a portable, back in 1926 . . . In the future you will hear further announcements as to the changes that are in store for WHBL, all of which will strengthen your faith in radio."

Smith to Hollywood

LARRY SMITH, NBC commentator, has moved from San Francisco to Hollywood.

Brezalski to Speak

THOMAS J. BREZALSKI, chief engineer of NBC video transmitter, will speak Nov. 16 on "Television Engineering" before Columbia U. branch of the American Institute of Electrict Engineers.

EXECUTIVE MEETING HEARS PALEY'S TALK

WILLIAM S. PALEY, CBS president, addressed the opening meeting of second conference of the year of general managers of seven CBS-owned stations at the Ritz-Carlton Hotel, New York, Nov. 5, 6 and 7. Howard S. Meighan, CBS director of station administration, conducted the meetings.

Discussions of activities and findings of research division engineering and technical developments, and television operations were led by department heads.

Executives of CBS-owned stations who attended were Donald W. Thornburgh, vice-president in charge of western division and general manager of KNX Los Angeles; Carl Burkland, WTOP Washington; Frank Falknor, KMOX St. Louis; Harold E. Fellows, WEEI Boston, CBS manager of New England operations; Earl H. Gammons, director of CBS Washington office; Arthur Hull Hayes, WABC New York, A. E. Joscelyn, WCCO Minneapolis-St. Paul, and J. L. Van Volkenburg, WBBM Chicago (transferred to New York last week).

Also present were Ed Norton, chairman of the board, and Thad Holt, president-general manager, WAPI Birmingham; Charles H. Crutchfield, general manager, and Joseph Bryan, WBT Charlotte.

Dr. LeGear Signs

DR. LEGEAR MEDICINE Co., St. Louis, has started sponsorship of three broadcasts weekly of five-minute transcribed hillbilly show *The Haden Family* on the following stations: WSGN WAGF WBHP WSFA WLAY KSUN KOY KTUC KLCN KFPW KTHS KUOA KOA KFXJ WJAX WGBS WDLP WSUN WTAL WGAA WMJM WBLJ WGGA WKEU WLAG WMGA WRLC WAYX WGIL WEBQ WTAD WDZ WOWO WIBC WKMO WLBC WAOV WHO KMA KGNO KOAM KSAL WLBJ WOMI WPAD KWKH WDBC WJMS WTCM WROX WCBI WJPR WGRM WFOR WAML WSKB WMIS WELO WQBC WJFH KFVS KWTO KMMJ KOB WISE WBT WCNC WCBT WEED WADC WKRC WBN WBNS WSPD KVSO KASA KCRC KSWO WKY KHBG WBBZ KDKA WORK WIS WFBC WNAX WAPO WJZM WHUB WROL WMC KGNC KFDM WTAW KRLD KTRH KWFT WCHV WRVA WDBJ WINC WHIS WJLS WCHS WMMN. Company added the following stations to the list carrying quarter-hour programs: WSB WHAS KXOK WFAA WOAI. *The Haden Family* was produced by Radiozark Industries, Springfield. Contracts for 26 weeks were placed by Simmonds & Simmonds, Chicago.

Shepard Returns to CBS

LEE SHEPARD, with release from Navy, has returned to CBS Hollywood as maintenance technician.

Write Your
Christmas Greeting

To your Friends and Customers on Decorative Especially Designed

HOLIDAY LETTERHEADS
Size 8¼ x 10 7/16
IN ASSORTED STYLES
Lithographed in 4 Colors
20 for $1.00—100 for $3.50
Additional 100's $2.50 Ordered at Same Time
1000 ..... $25.00
Prices include No. 10 Litho Gold Envelopes
Order now—enclose remittance with order, please, for postpaid delivery.
FRANK MATTHEWS, Publisher
111 W. Washington St., Dept. 19
Chicago 2, Ill.

The PACIFIC NORTHWEST means KIRO
SEATTLE TACOMA
The Friendly Station
50,000 Watts
710 KC
CBS
SEATTLE, WASHINGTON
Represented by FREE & PETERS, Inc

In Southern New England People are in the Habit of Listening to WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Deadline for 1946 YEARBOOK
Dec. 1, 1945

ACTIONS OF THE FCC

NOVEMBER 2 to NOVEMBER 8

Decisions . . .

ACTIONS ON MOTIONS
By Comr. Wakefield
NOVEMBER 1
(Reported by FCC Nov. 2)

Valley Broadcasting Co., Pomona, Cal.—Granted petition for leave to amend application for new station so as to show change in identity of copartnership etc.; amendment covering these matters accepted.

590 kc

KHQ Spokane, Wash.—Granted petition for dismissal without prejudice of application for voluntary transfer of control of Louis Wasmer Inc., from Louis Wasmer to KHQ Inc.

880 kc

KDYL Intermountain Broadcasting Corp., Salt Lake City—Granted petition for leave to amend application for CP so as to increase power from 25 kw to 50 kw on 880 kc etc.; amendment accepted.

NOVEMBER 8

WTCN Minneapolis Broadcasting Corp., Minneapolis—Granted motion for leave to amend application for CP (Docket 5859); accepted amendment, ordered record reopened, and without further hearing amendment made part of record.

KSD The Pulitzer Publishing Co., St. Louis—Granted petition for leave to amend application for CP; amendment filed with motion accepted.

Mack Radio Sales Co., Camden, N. J.—Granted in part petition to intervene in proceedings involving FCC proposed decision re WCAM WCAP WTNJ for purpose of filing exceptions and request for oral argument; time within which such exceptions and request for oral argument may be filed extended to and including 12-7-45.

WCAM The City of Camden, N. J.—Granted motion for extension of time to 12-7-45 within which WCAM may file exceptions to FCC proposed decision re WCAM WCAP WTNJ.

WTNJ WOAX Inc., Trenton, N. J.—Same.

Churchill Tabernacle, Buffalo—Granted petition for extension of time within which to file brief re applications for license renewals of WKBW and WGR; time extended to and including 1-15-45.

WORL Broadcasting Service Organization Inc., Boston—Granted petition for extension of time within which WORL may file exceptions and memorandum brief in opposition to FCC proposed decision; time extended to and including 11-27-45.

1440 kc

The Chesapeake Radio Corp., Annapolis, Md.—Granted petition for leave to amend application for new station so as to change hours from unl. to D only on 1440 kc with 250 w and to remove application as amended from hearing docket.

ADMINISTRATIVE BOARD ACTIONS
NOVEMBER 5
(Reported by FCC Nov. 8)

1370 kc

WSAY Brown Radio Service & Laboratory, Rochester, N. Y.—Granted license to cover CP authorizing change frequency to 1370 kc, increase power to 1 kw, install DA-DN and new trans. and move trans. Also granted authority to determine operating power by direct measurement.

ACTIONS BY COMMISSION
NOVEMBER 5

1340 kc

WRAW Reading Broadcasting Co., Reading, Pa.—Designated for hearing application for transfer of control of WRAW from Raymond A. Gaul and Harold O. Landis to WGAL Inc. and Keystone Broadcasting Corp.

Applications . . .

NOVEMBER 2

APPLICATIONS were filed for license renewal of relay stations KEIM WEOE KEHS KEHI KAOU WEHI WHHC KPAK WEIQ.

1230 kc

TRANSFER KSUN Copper Electric Co. Inc., Lowell, Ariz.—Vol. assgn. license to Carleton W. Morris as individual. Mr. Morris is owner Copper Electric Co. No money is involved.

1240 kc

TRANSFER KDON Monterey Peninsula Broadcasting Co., Monterey, Cal.—Relinquishment of control licensee corp. by Robert A. Griffin (50.25% owner), through sale 5 sh common stock (0.25%) to Salinas Newspapers Inc., owner of 995 sh (49.5%) by proxy through Paul H. Caswell, president of Monterey Peninsula Broadcasting Co. Amount involved $150. Legal counsel—Reed T. Rollo, Washington.

1490 kc

KEEW Radio Station KEEW Ltd., Brownsville, Tex.—Authority to determine operating power by direct measurement.

NOVEMBER 5
560 kc

TRANSFER WFIL WFIL Broadcasting Co., Philadelphia—Vol. assgn. license to Philadelphia Inquirer Division of Triangle Publications Inc. for total consideration of $1,900,000. Legal counsel—Fisher & Wayland, Washington. Includes FM station WFIL-FM and relays WELX WELW.

AMENDMENTS

Fayette Associates Inc., Montgomery, W. Va.—CP new standard station 1400 kc 250 w unl. amended re change type trans.

KGNC Plains Radio Broadcasting Co., Amarillo, Tex.—CP change frequency from 1440 kc to 860 kc, power from 5 kw D 1 kw N to 5 kw DN, install DA-N and change trans. site, amended to change frequency to 710 kc, power to 10 kw DN, change type trans., changes in DA-DN and change trans. site.

Midwest FM Network Inc., Grand Rapids, Mich.—CP new FM station on 45.9 mc with 6,850 sq. mi. coverage, amended to change frequency to Channel 55 (98.9 mc), change coverage to be assigned, change trans. site and ant. system.

NOVEMBER 6
1080 kc

WINN Kentucky Broadcasting Corp. Inc., Louisville—CP change frequency from 1240 kc to 1080 kc, power from 250 w to 1 kw N 5 kw D, install new trans. and DA-DN and change trans. site.

AMENDMENTS

Cherry & Webb Broadcasting Co., Providence, R. I.—CP new FM station on 47.5 mc, 6,207 sq. mi. coverage, amended to change frequency to be assigned, coverage to 7,480 sq. mi., changes in ant. system and change trans. site.

Macon Telegraph Publishing Co., Macon, Ga.—CP new FM station on 46.7 mc with 12,000 sq. mi. coverage, amended to change type trans., changes in ant. system and change trans. site.

George A. Mayoral, William Cortada and Ramon Cortada, New Orleans—CP new FM station on 47.1 mc and 8,000 sq. mi. coverage, amended to change name of applicant to Supreme Broadcasting System Inc., change frequency to Channel 55 (98.9 mc) type trans. and trans. site.

Chicago Federation of Labor, Chicago—CP new FM station on 47.9 mc with 10,800 sq. mi. coverage, amended to change type trans., change ant. system and trans. site.

O. E. Richardson, Fred L. Adair, Robert C. Adair d/b Radio Station WJOB, Hammond, Ind.—CP new FM station on 49.9 mc with 2,241 sq. mi. coverage, amended to change frequency, change type trans. and ant. system and change trans. and studio sites to Chicago.

Midwest FM Network Inc., Peoria, Ill.—CP new FM station on 45.9 mc with 7,600 sq. mi. coverage amended to change frequency to 98.9 mc, coverage to be determined, change trans. site and ant. changes.

Midwest FM Network Inc., Fort Wayne, Ind.—CP new FM station on 45.9 mc with 7,850 sq. mi. coverage, amended to change frequency to 98.9 mc, coverage to be determined, change trans. site and ant. changes.

NOVEMBER 7
570 kc

WWNC Asheville Citizens Times Co. Inc., Asheville, N. C.—Mod. CP authorizing increase power from 1 kw to 5 kw, install new trans. and DA-N and change trans. site, for approval DA-N.

1260 kc

KPOW Albert Joseph Meyer, Powell, Wyo.—CP change frequency from 1230 kc to 1260 kc, increase power from 250 w to 1 kw, install new trans. and DA-N and change trans. and studio sites.

AMENDMENTS

Oregonian Publishing Co., Portland, Ore.—CP new FM station on 46.1 mc with 13,382 sq. mi., amended to change frequency to Channel 55 (98.9 mc).

APPLICATIONS RETURNED

Edgar G. Brown, New York—CP new FM station (incomplete).

Metropolitan Broadcasting Corp., Washington, D. C.—CP new FM station (incomplete).

Evangelical Lutheran Synod of Missouri, Ohio and Other States, Clayton, Mo.—CP new FM station (incomplete).

Henry H. Bank and H. Z. Mendow, Minneapolis—CP new FM station (incomplete).

RADIO SCORES SCOOP ON TRANSIT STRIKE

RADIO SCOOPED the newspapers last week in the Capitol Transit strike which crippled Washington transportation Tuesday and Wednesday. WWDC, an all-night station, started giving bulletins on an impending strike shortly after transit workers met around 2 a.m. Strike was called at 2:30 and news went on WWDC shortly thereafter.

WTOP WRC WMAL WINX started off opening morning programs with strike announcements, beating newspapers by several hours. WMAL and WOL gave time to Capitol Transit executives. Offer of time to labor group was not accepted. WOL radio news bureau covered strike's progress with wire recorder, WMAL from newsmen sent to newsroom of *Washington Star* (station owners).

Spectacular "stunt" was the block-by-block account telephoned WINX by listeners, reporting progress of a WINX engineer roller skating to the station. Breathless engineer went on the air after his 55-minute trip. WRC's Bill Herson, timekeeper, kept up running pleas to drivers to pick up passengers. When an irate listener called to say a man was driving down Massachusetts Ave. with no riders, Herson scolded him soundly for quarter of an hour.

Grocery Variety Show

DIRECTED to manufacturer-distributors of foods and household products only, new type daily morning variety program, "Your Friendly Grocer," has been started on KSFO San Francisco. Besides Sam Moore in title role, five-weekly 30-minute program features Ruth Peterson and Merrill Mael, with a six-man orchestra. Bob Day, chief announcer, handles commercials. Margo Ford and Ralph Herbert are script writers. Latter also doubles as producer under direction of Richard M. Oddie, KSFO director of broadcasting. Participating sponsors include Acme Breweries (beer), and Nye & Nissen (Biddy eggs), both through Brisacher, Van Norden & Staff; Newell Gutrabt Co. (Strykers granulated soap), through Garfield & Guild.

'Mystery House'

HARRY S. GOODMAN Radio Productions, New York, distributor of half-hour transcribed program "Mystery House", has reported sponsorship of program by Esslinger Brewery, Philadelphia, on KYW Philadelphia and WDEL Wilmington. Agency is James G. Lamb Co., Philadelphia. J. N. Adam & Co., Buffalo, through Bowman & Block, Buffalo, sponsors program in that city, and Harris & Frank, Los Angeles, through Robert F. Dennis Inc., Los Angeles, sponsors program on KECA Los Angeles. Program has also been sold in Honolulu for broadcast on KGU. Contracts are for a minimum of 26 weeks.

TECHNICAL

WILLIAM F. HOSFORD, vice-president and director of Western Electric Co., New York, since 1928, completed 45 years service with the company Nov. 7. He first joined company in 1900 as a jack assembler in the production line of the Clinton St. shops in Chicago. Much of the television, phone communications equipment, radar and other electronic devices supplied by Western Electric during the war to armed forces, has been manufactured under his supervision.

SAM FARRELL, engineer at WWL New Orleans, is father of a girl.

MAURICE WINN, WWL New Orleans engineer, has been drafted into the Army.

ROBERT E. GRIFFIN, plant superintendent of Universal Microphone Co., Inglewood, Cal., is in Cleveland to supervise moving new technical equipment to West Coast factory.

A. E. WATKINS, after three years in the Coast Guard, has returned to the engineering staff of WCOP Boston.

DAVID BAIN, for three and a half years airborne radar design engineer, Bureau of Ships, Washington, has joined RCA as broadcast equipment sales engineer. Before the war he was chief engineer of WBML Macon, Ga.

JOHN TOMASIEWICZ, former engineer of WBRY Waterbury, Conn., has resumed his duties there after serving in Navy.

LEWIS ELIAS has rejoined the engineering staff of WWNC Asheville, N. C. after 42 months in Navy. He was assigned to radar work.

RAYMOND MURPHY, WLW Cincinnati broadcast technician, who was loaned to Columbia U. in June 1943 to coordinate, maintain and adjust underwater sound equipment used in locating and destroying submarines, has returned to his post with WLW. He received a Navy citation for destroying one of the largest German subs off the South American coast.

D. N. GARDINER, recently discharged from the Canadian Army as captain, has returned to the control room of CKY Winnipeg. **GORDON THOMSON** and **GEORGE RITCHIE**, discharged from RCAF, and **JOE KNOWLES**, discharged from the Royal Canadian Navy, have returned to the technical and transmitter staff of CKY.

WALTER D. DOUGLAS II, released from Navy as lieutenant-commander after three years in Pacific war zone, has returned to Hoffman Radio Corp., Los Angeles, as vice-president in charge of procurement and material control. He was personnel director of firm before joining Navy.

HARRY BOYD, released from Maritime Service, has returned to engineering staff of WWVA Wheeling, W. Va., as also has **KENNETH LEINER**, for three years in Navy.

OSCAR PRESNELL, recently discharged from the Army, has rejoined the technical staff at CBS.

EDWARD V. COUSY, W. H. MOFFAT and **ROBERT B. MONROE**, discharged from the service, have rejoined the general engineering staff of CBS.

GEORGE HEUTHER and **ARTHUR SHOENFUS**, discharged from the Army, have rejoined staff of the CBS shortwave transmitter at Wayne, N. J.

SYLVANIA ELECTRIC PRODUCTS industrial electronics division at Boston has announced a modulator glow tube of the crater type for facsimile and sound-on-film recording, oscillograph timing markers, stroboscopic devices, seismic recorders, and photoelectric counters. Usually operated by the single-ended output stage of a push-pull amplifier, the tube provides a modulated, high intensity point-of-light source by means of a hollow cathode producing high ionization density which may be viewed in depth.

LEAR Inc., Piqua, O., won grand prize for its presentation of Lear home radio and wire recorder at recent second annual Southern California Industrial Exposition. Lear booth was judged most attractive, drew most attention, and was most unique in design in articles presented to public. Company was one of first radio manufacturers to exhibit new models at a trade show. Agency for company is Kudner Agency, New York.

GAMBLE TO REVIEW DRIVE'S PROGRESS

NIGHTLY reports to the nation on progress of the Victory Loan campaign will be broadcast by Ted R. Gamble, National Director for War Finance. Starting Monday Nov. 19 Mr. Gamble will be heard five nights weekly on the NBC *News of the World* 7:15-7:30 p.m. (EST).

Radio cooperation in the drive is breaking all records, according to H. Quentin Cox, consultant to Lt. David Levy, Radio Section chief.

Secretary of the Treasury Fred M. Vinson was heard Armistice Day in a Bond rally on WOL Washington, Mutual affiliate. A night program on Mutual, 10-11 p.m., brought an array of musical talent from New York, including Paul Whiteman, Duke Ellington and Tommy Dorsey directing Glen Miller's AAF Band, and with Oscar Levant, Perry Como and Martha Tilton appearing as soloists. Last half of program, from Santa Ana Air Base, Cal., included Dinah Shore, Dennis Day and the Santa Ana AAF Band conducted by Meredith Willson, Dave Rose and Bob Crosby.

Radio Directors Guild, Four Networks Agree

RADIO DIRECTORS Guild and the four major networks have agreed to the terms of a two-year contract for directors and associated directors marking the first of its kind, after negotiating before the New York State Board of Mediation. Terms call for $100 as basic minimum weekly for directors employed before June 1, 1945, and a $95 weekly figure for those hired after that date. Associate directors, on NBC and American, according to the contract for a 40-hour week will receive $70 for those employed before June 1, 1945 and $65 for those associated with the companies after that date. Associate directors on CBS and their co-equals, termed producers - announcers, on Mutual have separate contracts with AFRA and thus are not a part of the RDG contract. Contract also calls for staff directors to receive air credits "whenever warranted as a result of general directorial excellence, novelty, originality or other specific characteristics unless director prefers otherwise." Contract also specifies a "union shop" and has designated the New York State Board of Mediation to act as an arbitration board if any difficulty should come up.

Barry With WOV

BOB BARRY, formerly with WIND Chicago and WPH Radio Rome for past two years, has joined WOV New York as announcer.

Sill to American

JEROME SILL is leaving the position of eastern division manager of MBS station relations department to join American on Nov. 19 as a research specialist in the sales department. Before joining Mutual Mr. Sill was sales promotion manager of WNEW New York and previously was associated with CBS for a number of years in a variety of promotion activities.

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Advertising Deadline for
1946 YEARBOOK
December 1, 1945

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Continuity writer-experience. Good position with 1,000 watt midwest regional network station for copy writer who can produce salable commercial announcements. Good salary based on experience. Send sample scripts with first letter. Box 232, BROADCASTING.

Wanted—Commercial manager 250 watt station in excellent market with dual coast to coast network affiliation. Salary plus bonus. Box 249, BROADCASTING.

Chief engineer for progressive local station in east. Network affiliated and FM pending. State all first letter experience, education, salary desired. Want man for regular shift and maintenance. This is good spot for an ambitious person not afraid of work with top pay. Box 326, BROADCASTING.

Copywriter—Excellent opportunity for top flight radio copywriter (man or woman) with long established, western New York advertising agency handling large volume of national and local business. Must be able to deliver strong selling copy for versatile list of intelligent radio advertisers. Permanent, above-average position with ideal working conditions. Please send full details of experience, including sample copy to Box 330, BROADCASTING.

Manager—By new 250 watter in New England's most attractive small city. Give experience, background, desires, full information first letter. Box 336, BROADCASTING.

Copywriter—man or woman—by established agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Include samples. Box 393, BROADCASTING.

Wanted—Individual in Washington, D. C. to obtain releases concerning actions of the Federal Communications Commission and forward them to interested party daily. Address Box 424, BROADCASTING.

Wanted—Experienced station manager to take full charge of new FM station in metropolitan east. Send qualifications, education, photo, age, salary expected in first letter. Box 436, BROADCASTING.

Wanted—Energetic, ambitious southern young man as manager of station. Position offers splendid future to right person. Send application Box 441, BROADCASTING.

Seeking permanent staff. Need salesman/ad-writer. Also two platter emcees, early morning and afternoon participating shows and arrange same. Sick of "wartime screwballs". State minimum salary, age, experience, reference, photo, audition availability. Box 442, BROADCASTING.

Operator-announcer. 1st ticket capable of light announcing. $35.00 weekly. Prefer disabled veteran. All applications considered. WTMC, Ocala, Fla.

Wanted—Two first class transmitter operators by new 250 watter in western Penna. State salary requirements and previous experience. Expansion program planned. WDAD, Indiana, Penna.

Wanted—Radio production man. Opportunity in established agency, specializing radio . . . fastest growing city in U. S. Must produce fast, polished scripts; commercials; and production follow-thru. Experience in office and personnel organization and management imperative. References must be perfect. Good starting salary and profit sharing arrangement. Send complete information and photo to: Box 428, BROADCASTING.

Help Wanted (Cont'd)

Profit much above average. Advertiser is the sole owner of a thriving business in the electronic field. Present capital $100,000 with high credit rating and good banking connections. More business in sight than I can possibly handle with present resources. Golden opportunity for a few clean-cut associates who can invest upwards of $5,000 each in corporation. Principals only. The turnover in this field is rapid-profit possibilities enormous. Box 446, BROADCASTING.

First class operator for one kilowatt NBC affiliate Rocky Mountain area. Box 467, BROADCASTING.

Announcer—newspaper owned network station, midwest city over 200,000. Must be good on news. Special events experience helpful. $215.00 per month. Replies confidential. Box 464, BROADCASTING.

Maintenance engineer for network Idaho station preparing for FM in 15,000 population town with abundant fishing and hunting. Box 468, BROADCASTING.

Situations Wanted

Commercial radio time salesman or manager available. Presently employed. Desires change to larger market. 20 years selling advertising. 8 years in radio. Married, producer. Present compensation in small market above $6000.00. Prefer salary and commission basis in west. Box 376, BROADCASTING.

Responsible young Navy man soon to be discharged wishes position as sports and general staff man. Can write own copy. Excellent knowledge of all major sports. Box 399, BROADCASTING.

Announcer, veteran, three years all round experience, network affiliates. Specialized sports. Minimum $60.00 week. Available two weeks. Box 400, BROADCASTING.

Topflight radio announcer, fourteen years experience including news, sports, special events, direction and production. Just completed eighteen months as combat war correspondent with major network in Southwest Pacific. Ready to go to work. Box 405, BROADCASTING.

Ex-serviceman. 25, married. Holder of first class telephone and telegraph license. Two years college training. Want permanent position. Box 409, BROADCASTING.

Announcer—2 years experience, commercials, news, ad lib. Age 25, married, 1 child. Sober, reliable, best references. Discharged Army Intelligence. Prefer northeast. Presently employed NBC-MBS affiliate. Box 410, BROADCASTING.

I wish position with midwest station announcing. Have no civilian experience but eighteen months operating experience AFRS. Wish to continue work upon discharge. Am a willing worker. Box 411, BROADCASTING.

Attention advertising agencies: Young Army officer (Major), formerly executive with large pharmaceutical firm, seeks administrative post in agency placing drugs and cosmetics. Discharge scheduled soon. Write Box 427, BROADCASTING for further information.

Announcer-newscaster, ex-service. Good voice, dependable. One year's experience. Go anywhere. Available immediately. Box 429, BROADCASTING.

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Situations Wanted (Cont'd)

Veteran with 5 years Naval experience honorably discharged desires top engineering connection with progressive station in San Diego, California. Background includes 12 years' broadcast engineering experience with regional stations. Studio and transmitter installations. Navy background includes all phases of radio engineering including land lines transmitter installations. Married, late thirties. Best references. Box 413, BROADCASTING.

Sports and special events man—Agencies, regional networks and large markets attention: discharged vet from CBI is now set to bring broadcast of basketball to your sports-minded audience on comprehensive basis. Specializes in every sport blow-by-blow, play-by-play plus commentary. Special events and news background. College degree in journalism. Handled new wire recording jobs on combat missions overseas and managed mobile unit for AFRS. Handled Madison Square Garden basketball tourney before joining up. Box 414, BROADCASTING.

Manager smaller market station—Looking for that situation where you need ambition backed by general sales, program, public service, etc. "Know how" experience to make your station a producing, respected community institution. Box 415, BROADCASTING.

Topnotch news man—Just out of Navy. Excellent background. Two years, newspaper; eight years radio—announcing, writing, special events. Also sales promotion. Best references. Box 417, BROADCASTING.

Engineer-executive. Naval officer to be released about December 1, 15 years background in AM-FM broadcast engineering, installation and maintenance. Experienced in preparation and filing of engineering data with FCC in connection with application of construction permit, transmitter site approval, antenna measurements and proof of performance surveys AM and FM. Permanent position sought with owner of one or more progressive stations planning expansion, improvement or FM installation. Write Box 418, BROADCASTING.

Navy Officer expecting release November 15 desires newscasting or editing job. Background includes world travel; master's degree journalism; newspaper reporting, publicity, two years' newscasting, editing, public events announcing. Box 423, BROADCASTING.

Lazy news editor looking for soft spot at $85.00-$125.00 a week. Experienced newspaper and radio editing and rewrite; also air. Box 430, BROADCASTING.

Interviewer, commentator, copywriter, 3-years experience—Woman's Daily Feature Show. Established contacts with foremost authorities. College graduate interested in putting on the best Woman's Feature on the air. Transcription and background on request. Box 431, BROADCASTING.

Opportunity! Want to head news and/or announcing department progressive eastern or southeastern radio station. Prerequisites: small town or minature metropolis; absolute job security; substantial salary; pleasant working conditions. Offer: Excellent background newspaper, radio news, announcing, network special events, radio writing; excellent personal references; steady, sober, youthful approach (29). Now employed major network west coast newsroom. Objective: established residence minature metropolitan locale. Remember, security essential, not objective since applicant already has it. Will be sacrificing salary, prestige for personal taste in mode of living. Don't enjoy large cities. Be elaborate in your offer. Two weeks notice. Box 434, BROADCASTING.

MAJOR NETWORK

Summer Relief Announcer

wants

PERMANENT POSITION

Five Years Experience

BOX 457, BROADCASTING

Situations Wanted (Cont'd)

Program manager—news editor—Eight years experience. Married, one child. Desires connection with network station town of 50 to 60,000 prefer midwest. Permanence and security desired. Box 432, BROADCASTING.

Engineer—First class radiotelephone and second class radiotelegraph FCC license. Desire a permanent position as transmitter engineer or control room operator. Single, sober, experienced. Best references. Box 433, BROADCASTING.

Sports director-program manager—Veteran, major network and individual station experience. University graduate married, two children. Want work with progressive station that needs an accredited man who will deliver goods. Box 435, BROADCASTING.

Announcer—7 years metropolitan commercial and news experience before war. Naval Reserve honorable discharge. Prefer north or east. Box 437, BROADCASTING.

Young man just returned from overseas desires position of studio engineer with firm offering good future. Ten years experience handling all types of shows. Capable of network quality operation. First class license. Qualified for television, FM. Available immediately. Box 438, BROADCASTING.

Woman announcer—Radio school graduate, fourteen months' staff experience, music library and commentary, women's and children's programs. Engineer third class. Prefer eastern local. Box 439, BROADCASTING.

Here's a promotion-publicity man—Now publicity director midwestern university; 3 years assistant promotion manager, metropolitan newspaper; polished copywriter, creative campaigner, news expert; 31, married, journalism degree. Want to push regional network or good local organization. Box 440, BROADCASTING.

Experienced announcer. News, special events, sports, records, staff. Dramatic training. 28 years old. Desires position with progressive station with plans for the future. Box 443, BROADCASTING.

Salesman, 42, college education, radio-newspaper background, now handling yearly billing over $50,000, seeks opportunity as small station manager or commercial manager of regional. No bad habits, excellent references. Box 444, BROADCASTING.

Woman program director. University degree. Also graduate N.B.C. Radio Institute. 3 years experience in women's programs and other public service; continuity; traffic, and dramatic production. Desire permanent connection in south or midwest. Box 445, BROADCASTING.

Awaiting discharge, officer, 9 years radio experience, production, announcing, program direction, wide cultural background, wants position in television or with organization offering opportunity on good long range bet. Single, 30, versatile, stable. interviews in New York area. Available 1st January. Box 450, BROADCASTING.

Two top announcers—Both employed seek better position. Aggregate experience 16 years—ad lib, news, disc, studio, remote, all kinds of shows. Program direction, and production. Not just ordinary guys, but fellows willing to really WORK to build you fine shows. Whats your offer? Box 451, BROADCASTING.

WANTED

Bound or unbound complete files of BROADCASTING MAGAZINE for full years 1940, '41, '42, '43, '44 and first 6 months of 1945.

If you have any of these years, unclipped and unmarked, write, stating prices.

Francis N. McGehee
430 E. 57th Street
New York, N. Y.

Situations Wanted (Cont'd)

Chief engineer, extensive experience. Available one month. Box 447, BROADCASTING.

Writer—Veteran: Publishing and advertising production experience. Seeks opportunity where writing ability is required. Will accept any opening in radio, agency, public relations or promotion in New York. F. S. Lida, 1335 College Ave., New York City 56.

Wish to sell radio time for you. Six years radio; now employed. A hustler. References. Box 448, BROADCASTING.

3 year personality, Ad lib, M.C., sports staff, excel in disc-onality shows. Prefer west coast. Box 452, BROADCASTING.

Engineer, first class, age 38, single, sober, 23 years in radio wishes permanent position with one, or group of stations, where good workmanship and technical maintenance ability is the first requisite. N.B.C. and M.B.S. experience, can do console operation and some announcing. W. V. Rockefeller, Wood River, Nebraska.

Young man, ambitious, pleasant personality, good speech, desires beginning radio career announcing, location near New York preferred, any section acceptable. Please reply William Kinsley, 1579 Metropolitan Ave., Bronx 62 New York.

Sports announcer, tops in ice hockey broadcasts, complete background publicity and promotion, expects discharge before Christmas. Transcriptions and references. Write Sgt. Jack Sandler, Squadron A-1, Boca Raton Field, Florida.

Singing announcer—Ten years with prominent, large midwest station. Program organization, production, large vocal library. Go anywhere, married. Larry Oliver, Box 87, Park Ridge Illinois.

Combat and coconut happy vet after 4 years of bullets, blood, wants start in radio war of words. Can write bright stuff for people with minds open, clothes on. Joseph Horenstein, 300 Wainwright St., Newark, N. J.

Veteran awaiting discharge. Three years radio announcing experience while in Army. Considerable stage experience as Master of Ceremonies. Desire announcer's job with future. Good newscaster. Go anywhere. Cpl., Johnny J. High, 2037 N. Park Ave., Philadelphia.

Television pioneer—Newspaperman seeks spot in television. 15 years experience in publishing, advertising, promotion, research; television surveys commended by FCC and top executives of radio industry. Veteran, U. S. Navy. Harry Gordon, 1759 E. 17th St., Brooklyn, N. Y.

Former copy and continuity chief, N. Y. station. Commercials, spots, continuity, scripts, publicity. Agency experience. Want station or agency connection, N. Y. or west coast. Three years Army public relations. Nathan Berlin, 160 W. 77th St., New York, N. Y. Trafalgar 7-6962.

Veteran, communications officer, first phone and amateur licenses, college graduate, major in statistics, desires commercial position in radio. Lt. G. S. Rooker, 4826 Garland, Dallas, Texas.

1st class operator: veteran, 6 years radio experience, including broadcast and research. Desires position with midwest station. Vernon Samuelson, Wyoming, Minnesota.

Discharged Navy veteran, 28 and single, desires position as transmitter operator or combination operator and announcer. Hold first class radiotelephone license. Not looking for a gold mine but a good opportunity to get started again. Write B. H. Martin, 3119 Choctaw Drive, Baton Rouge 7, La.

Experience (chief) announcer, versatile, 2 years 1000 w network affiliate. News-commercials-sports. Amiable-ambitious-single—will travel. Seeks position progressive station. Bob Miller, c/o William Honig, 294 Union Ave., Brooklyn, N. Y.

Veteran—ex-program director, 50,000 w station, has network job available but desires medium size city. Qualified program or special events director. College graduate, thirty years old. Richard L. Linkroum, 53 East 87th St., New York, N. Y.

Dicharged veteran, 2 years experience all phases radio broadcasting desires position with live-wire station. Married, 26 years old, go anywhere, prefer midwest. Ralph Andrews, 2823 W. Cleveland Ave., Milwaukee, Wisconsin.

Announcer, very poor man's Ben Grauer, three years fifty kilowatt experience, can write, direct and produce. Prefer eastern station. Box 459, BROADCASTING.

Situations Wanted (Cont'd)

Engineer radio telegrapher, first telephone, second telegraph licenses, commercial traffic, copy press, experienced trouble shooter and maintenance man. Prefer middle Atlantic states. Box 449, BROADCASTING.

Radio announcer, copy writer, vocalist, experienced. Air Force veteran technical background recording engineer. Audition record on request. Available immediately. Stan Gordoni, 1258 S. Michigan, Chicago. Phone: Webster 2162.

Announcer. Veteran with college degree. 4 years announcing and production. Desires affiliation with station willing to advance man who can prove worth. Presently employed southeastern network outlet. Box 458, BROADCASTING.

A non-drinking, veteran announcer seeks permanent position with progressive station, network or independent. Married. Age 28. Background includes all phases announcing: staff, news, sports and variety. Know production and copy techniques. No floater. Best references. Box 460, BROADCASTING.

Announcer wants opportunity at production work. Five years experience announcing: special events, drama, news, studio shows, television. Background, training, some experience in production. Box 456, BROADCASTING.

Scripwriter—Daytime serials or plays, with merchandising tie-in approach. Copywriting, publicity, radio trade mag editing, radio production and buying experience. College grad, 32. Army officer available early December. Box 455, BROADCASTING.

Veteran, 32, married with 8 years experience in administration, selling, programming and promotion. Would like to be associated permanently with a progressive, wide-awake station. Midwest location preferred. Box 454, BROADCASTING.

Announcer—Navy veteran, 22, married, sober experience, news, commercials, controls. Third class ticket. Prefer west coast or middlewest. Permanent. Available January 1st. Box 461, BROADCASTING.

Available on or about first January. Hold radio phone first license since 1936. Experienced control room and transmitters. Solid time on ticket 1937 through 1941. Jan. '42 to Jan. '43 asst. radio engineer civil service. Army through ranks from private to captain in Army Airways Communications System, two years overseas supervising installation radio navigational aids, control towers, point to point and ground air stations throughout far east. Any reasonable salary to start. Age 31, married, one child. Interested also in sales engineering deal, with possibility of overseas. Captain Burton Reiman, 414 N. Gaylord Ave., Ludington, Michigan.

Program director-production, newscaster employed wishes locate Florida or southern California. Knowledge programming, musical production supervision, hiring of announcers—ability give consistent A1 news presentations. Start at $90.00, job with future, no 250 watters please. Box 462, BROADCASTING.

An energetic, sincere family man, 30 years old, desires radio sales position in progressive community. No radio experience, but 6 years sales background. Discharged veteran willing to start at moderate income with aggressive station. Excellent record. Request prior employers be contacted for statement of character, abilities and potentialities. Box 463, BROADCASTING.

Chief engineer. Five years' experience. Year as chief. All phases operation, maintenance and supervision. Very best of references. Box 465, BROADCASTING.

Script writer—Veteran, 36, creates own programs. Also direct and produces continuity and commercials. Howard Levitan, 527 Aldine Ave., Chicago 13, Illinois.

Announcer, honorable discharge; 3 years announcing, production and writing experience. Diversified special service and public relation background while in service. Married. Desire affiliation with progressive eastern station. Box 466, BROADCASTING.

Announcer-veteran. Limited experience. Studied announcing and commercial script writing. Radio City, N. Y. College graduate. Good radio voice. Will go anywhere. Transcription available. Jay Arnold, 1087 Blake Ave., Brooklyn 8, N. Y.

Announcer—Ex-serviceman. Age 23, all-round experience with NBC affiliate. Will travel anywhere—capable and willing to learn. Good references. Available immediately. Box 469, BROADCASTING.

Wanted to Buy

Wanted—RF Bridge and Field Intensity Meter, William Benns, Columbia, S. C.

Poppele Praises Radio For 25-Year Progress

IN A TRIBUTE from the television industry to "radio, the granddaddy of all forms of electronic communication", J. R. Poppele, president, Television Broadcasters Assn., praised the broadcasters of the U. S. for "25 years of remarkable achievement".

Declaring that "radio's greatness may be traced to its very foundation—a foundation based on free enterprise," Mr. Poppele stated that "the precedents which broadcasters set. . . . during the past quarter of a century may well be absorbed by the television broadcaster who now faces a new era with equal resolve and astuteness."

Current Food Problems Discussed on Broadcast

NBC PRESENTED a series of interviews with prominent grocery manufacturers on quarter-hour network broadcast last Friday noon conducted by John MacVane, NBC commentator recently returned from the ETO, climaxing the 37th annual meeting of the Grocery Manufacturers of America, at the Waldorf-Astoria Hotel, New York. Broadcast featured discussions on food problems, both domestic and foreign. Speakers were Paul S. Willis, president of GMA; Harry A. Bullis, president of General Mills Inc., and Austin Iglehart, president of General Foods Corp.

At opening session of convention on Wednesday, Mr. Willis said that a recent GMA poll indicated that 53 out of 72 food companies plan to expand their advertising during the coming year, 40 of them by 20 per cent or more.

Collect Food

BESSIE BEATTY, WOR New York women's commentator, will officially launch the victory collection of canned foods in the metropolitan area with three special Thanksgiving food parties all to be held Nov. 14 at the WOR-Mutual Playhouse. Contributed foods will be sent to the hungry people of Europe, Philippines and China. The first party will occur during Miss Beatty's regular broadcast 10:15-11 a.m. with Mrs. Eleanor Roosevelt as guest of honor. Second party will have Helen Hayes as feature guest at 1:15-1:30 p.m., and the last party at 4-4:30 p.m. will present *The Better Half Matinee* to be emceed by Tiny Ruffner.

Sports Questions

SPORTS QUIZ is latest feature of "Sports Clinic" on WKBZ Muskegon, Mich., every Thursday. First four to send in correct answers to questions asked on show receive a sports book of their own selection.

Barrett Is Heard

RAY BARRETT, war veteran and announcer on "Modern Farmer" program on WEAF New York, is making a series of talks before Rotary Clubs in the New York area on "What the Returning Serviceman Expects".

ANNUAL ENGINEER'S MEET IS RESUMED

ANNUAL Broadcast Engineering Conference will be resumed next year under joint sponsorship of Ohio State U. and U. of Illinois, with NAB and IRE again participating. Meetings were suspended in 1943 for the duration.

Date set for 1946 conference is March 18-23, at Ohio State U., Columbus. Thereafter the sessions will alternate between Ohio State and the U. of Illinois. Director of the project is Dr. W. L. Everitt, of the Illinois Dept. of Electrical Engineering, with Prof. E. M. Boone, Ohio State, as associate director.

Some 400 engineers from all branches of the industry are expected at the 1946 meeting. Prof. Boone is considering the agenda, with emphasis to be placed on effect of developments since 1942 on operating problems in broadcast engineering, including FM and television.

Two Die in Plunge

WIFE and eight-year-old son of Robert Donley, WINS New York announcer, plunged to their deaths from a 12th-story window of William Penn Hotel in Pittsburgh Nov. 7. Deputy Coroner James Hart said Mrs. Katherine Donley, about 32, apparently threw the child, James Patrick, out of the window and then jumped. He said Mrs. Donley left a note saying she was grieved over a divorce suit filed by her husband, who, she wrote, had told her he "wanted to go on with his career . . . that Pat and I were obstacles in his way." Mr. Donley, former announcer of WCAE Pittsburgh, said he talked with his wife two weeks earlier "and she seemed her usual self."

AMA Officers Elected

LYMAN L. HILL, director of Servel sales research, last week was elected president of the American Marketing Assn., succeeding Donald M. Hobart, research director of Curtis Pub. Co. Other officers include: Paul W. Stewart, Stewart Brown & Assoc., N. Y., and Robert T. Browne, director of commercial research, Pillsbury Flour Mills Co., Minneapolis, vice-presidents; Wilford White, chief, special studies unit, Bureau Foreign & Domestic Commerce, Commerce Dept., treasurer; Harvey W. Huegy, assoc. prof. of marketing, U. of Ill., secretary. Arthur Hurd, director of media research, J. Walter Thompson Co., N. Y., is among those serving second year as directors.

Leyden at KMPC

WILLIAM THOMAS LEYDEN Jr., for past two years AAF pilot and prior to that, announcer of WJBK Detroit, has joined KMPC Hollywood announcing staff.

Hayes Reports

LT. COL. JOHN S. HAYES, chief of American Forces Network, previously headquartered in Paris, has reported for temporary duty at Armed Forces Radio Service, Los Angeles. Lt. Hendrick Booream, USNR, and former Hollywood producer of Young & Rubicam Inc., is now in charge of AFN operations.

Text of FCC Notice on WFIL

FOLLOWING is text of FCC's public notice of proposed sale of WFIL Philadelphia. This and a notice of offered sale of WHDH Boston, both of which appeared in *Federal Register* last Friday, are identical in form, differing only in details of the agreements. Published in accordance with the procedure proposed by FCC in its Crosley-Avco decision Sept. 6, the notices followed by one week publication of newspaper advertisements by the applicants themselves. Text:

The Commission hereby gives notice that on Oct. 30, 1945, there was filed with it an application (B2-AL-501) for its consent under Section 310(b) of the Communications Act (47 U.S.C.A. 310) to the proposed assignment of the license of standard broadcast station WFIL, Philadelphia, Pennsylvania (and certain broadcast stations associated therewith, i.e., WFIL-FM and relay stations WELX and WELW) from WFIL Broadcasting Company to which they are at present licensed to Triangle Publications Inc. (a Delaware corporation), 400 North Broad Street, Philadelphia, Pennsylvania. The proposal to assign said license is based upon an agreement between WFIL Broadcasting Company and Triangle Publications Inc., dated September 27, 1945, under which the former agrees to sell to the latter the properties of the aforesaid stations including personal property, good will, contracts, and other rights described therein, free and clear of all encumbrances for a purchase price of $1,900,000 of which $250,000 was paid at the time of signing the agreement, the balance of $1,650,000 to be paid by certified check at the time of closing fixed by the contract as within 21 days after the date on which approval of the proposed assignment by the Commission is effective. Other details of the contract and concerning the application may be determined from the application on file at the offices of the Commission.

In the Commission's decision of Sept. 6, 1945, granting the application for transfer of control of the Crosley Corporation (Docket No. 6767), it was announced that public hearing would be held to consider proposed new rules and regulations for the handling of assignment and transfer applications including provision for public notice by the applicant and the Commission of the filing of such applications and pertinent details in cases where a controlling interest is involved. Thereafter, on Oct. 3, 1945, the Commission also gave public notice (10 FR 12926) that pending the issuance of such proposed new rules, hearing thereon, and final adoption, such applications would be deferred unless applicants desired to follow the procedure proposed in the WLW decision, and supplement their applications so as to come within the framework of the announced procedure including the provision for public notice. Pursuant thereto, the Commission was advised on Oct 13, 1945, that notice was inserted in the "Philadelphia Inquirer" and the "Legal Intelligencer" (both Philadelphia papers of general circulation) of the proposed assignment of the licenses and sale of the properties of WFIL and associated stations as indicated above.

In accordance with the procedure proposed in the WLW decision and that announced in the Commission's release, no action will be had upon the WFIL application for a period of 60 days from Oct. 30, 1945, within which time other persons desiring to apply for the facilities involved may do so upon the same terms and conditions as set forth in the above described contract.

(Sec. 310(b), 48 Stat. 1086; 47 U.S.C. 310(b)).

Federal Communications Commission
T. J. Slowie
Secretary.

Religious Programs

PROBLEM of what changes should be made in religious broadcasts to attune them to the changed conditions following the end of the war will be dealt with at a religious radio workshop scheduled Nov. 11-16 at the Palmer House, Chicago. Everett C. Parker, chairman of the joint radio committee of the Congregational-Christian, Methodist and Presbyterian USA churches, will have charge of the meetings, assisted by Elinor Inman, director of religious broadcasts for CBS. About 40 midwestern ministers and religious educators are expected to attend the sessions, some of which will be held at NBC and CBS Chicago studios.

RCA Income

RCA consolidated income report for the first nine months of 1945 shows total gross income of $222,002,801, a decrease of 7.5% from the gross of $239,936,717 for the corresponding period of 1944. Net income after all charges and taxes was $8,204,470 for the nine-month part of 1945, an increase of 21.8% over the net of $6,734,670 for the same period of 1944. After payment of preferred dividends, earnings applicable to common stock for the nine months were 45 cents a share this year, compared to 31.5 cents a share last year.

Picture of an Advertiser Listening to His Commercial on

WNAB

BASIC-AMERICAN IN
BRIDGEPORT, CONN.

Concentrated Audience in the Nation's 59th Market

Bridgeport is one war baby that threatens to show substantial gains in the here-now post-war period. 216,621 people in the Bridgeport metropolitan area spent $90,270,000 in 1940 retail sales. The Chamber of Commerce says 30% more is expected in post-war. Here's real sales potential easy-to-get on WNAB.

AVAILABLE IN COMBINATION WITH WATR, WATERBURY
REPRESENTED BY RAMBEAU

FCC Publishes Notices of Proposed WHDH, WFIL Sales Under Avco Plan

ACTUAL EXPERIENCE in the open-bid procedure proposed by FCC for use in station sales moved forward another step last week as the Commission published public notices of two proposed sales which the applicants themselves had advertised the week before.

FCC, which suggested in its Crosley-Avco decision [BROADCASTING, Sept. 10] that proposed transfers be advertised to give the public an opportunity to file competitive bids, published in the *Federal Register*, government publication, notices on the sale of WHDH Boston and WFIL Philadelphia.

Proposed sales of WHDH by Matheson Radio Co. to Fidelity Broadcasting Corp., and WFIL by WFIL Broadcasting Co. (owned by Lit Bros.) to Triangle Publications Inc. (publisher of *Philadelphia Inquirer*) were advertised by the applicants in local newspapers beginning two weeks ago [BROADCASTING, Nov. 5]. Advertisement of offered sale of KHQ Spokane by Louis Wasmer to Spokane Chronicle Co. has been started by Mr. Wasmer, but FCC spokesmen said notification had not yet been received and processed.

Applicants' advertisements will appear weekly for three weeks, whereas the FCC's public notices were to appear only once.

The Commission's notices point out that FCC will take no action on the WHDH application for 60 days from Sept. 24 (date of application for sale) nor on the WFIL request for 60 days from Oct. 30. In the meantime, "other persons desiring to apply for the facilities involved may do so upon the same terms and conditions as set forth" in the respective contracts.

The Commission will then determine, by hearings if necessary, the applicant best fitted to operate the station.

No competitive bids had been received by FCC in the WFIL and WHDH cases last week.

New Bristol-Myers Posts For Brown, Allen, Clarey

BRISTOL-MYERS Co., New York, has named Robert B. Brown director of advertising and market research, and Joseph M. Allen advertising manager. Both remain assistant vice-presidents.

Mr. Brown was formerly advertising manager of Ipana Tooth Paste, Mum, Ingram's Shaving Cream, Ingram's Improved Cream, Trushay hand lotion, and D. D. tooth brushes and advertising in Canada.

Mr. Allen was advertising manager on Sal Hepatica, Minit Rub and Vitalis. John J. Clarey Jr., assistant advertising manager, has been named new products coordinator of the company.

WOR to CAB

WOR New York has joined the Cooperative Analysis of Broadcasting, first station to join this research organization which previously has had only networks as broadcaster members. WOR's subscription to the CAB service augments its own continuing study of listening in greater New York area conducted by Crossley Inc., its subscription to local Hooper and local Pulse surveys and its membership in Broadcast Measurement Bureau.

Concert Sent Overseas

INTERNATIONAL division of NBC started broadcasts of weekly Sunday concerts of General Motors Corp.'s Arturo Toscanini and the NBC Symphony Orchestra to Denmark and Sweden Nov. 11. Concerts are recorded and transmitted the following Sunday, 12-12:45 p.m., on international stations WGEO and WBOS, with narration in Danish and Swedish.

WBBM Plans Color TV To Start About April 1

CHICAGO is slated to get its first glimpse of color television around April 1, when CBS-WBBM plans to begin operation of television department with 1,000 GE and Westinghouse receivers at strategic places in downtown Chicago.

Les Atlass, vice-president and general manager of WBBM, said ultra-high frequency equipment will be used for the color broadcasts, which will show special events possibly including home games of Chicago Cubs.

Mrs. Louise Collins

MRS. LOUISE COLLINS, 33, secretary to A. D. Willard Jr., NAB executive vice-president, died Nov. 4 after a brief illness from infantile paralysis. She had been secretary to ex-NAB President J. Harold Ryan during his incumbency. Mrs. Collins had become ill only a few days before her death, complaining of a sore throat. She was removed to Gallinger Hospital, Washington, but nothing could be done to check the spread of the disease. She was a widow. A daughter Moira, 2, survives.

KJR-KOMO Separation

OFFICIAL separation of KJR and KOMO Seattle occurred Nov. 1, according to Birt F. Fisher, now sole owner and manager of KJR. Mr. Fisher has been manager of KOMO since 1926 and of both stations since 1933. Commercial manager for KJR is now Arthur Gerbel Jr. with KJR-KOMO for 10 years. KJR continues as American outlet on 950 kc with 5,000 w. KOMO is NBC affiliate with 5,000 w on 1000 kc. Separation was necessitated by FCC duopoly regulation.

MUTUAL'S PROGRESS RELATED BY KOBAK

EDGAR KOBAK, president of Mutual, in his latest periodic report to advertisers and agencies on the network's progress, listed following new sponsors who have joined Mutual during past three months: General Foods, Rensie Watch, G. N. Coughlan, F. W. Fitch, Trimount Clothing Co., Alka Seltzer, Procter & Gamble, Vick Chemical Co., Lewis-Howe.

Old advertisers who are making greater use of network's facilities, he said, include Bayuk Cigars, Petri Wine, Serutan Co., Knox Co., Barbasol, Semler, Zonite, Ralston-Purina.

Continuing his progress report, Mr. Kobak said that Mutual started immediately to plan its programs for peace following end of the war by dropping several programs especially designed for war-time listening, and adding new programs having to do with rehabilitation and reconversion problems.

Network's staff also has increased considerably, with each new person chosen for his special qualifications which add to Mutual's services to listeners and advertisers, Mr. Kobak said. In February staff numbered 229, and in October the number was increased to 321. Fourteen new stations have recently joined Mutual.

American Net Affiliates In 4th District Meet

EXECUTIVES from 33 American affiliates in the 4th District held their annual meeting Nov. 5 at Birmingham. Plans for program production and closer cooperation among member stations were mapped.

Henry P. Johnston, executive vice-president and managing director of WSGN, presided. Mr. Johnston is chairman of the 4th District of American and a member of Planning and Advisory Committee of the network. He said he will present the plans to network officials in January. The 4th District includes Alabama, Georgia, Mississippi, Louisiana, Arkansas and most of Tennessee.

Representing American were John Norton, Pete Schloss and Archie Grinalds, American public relations men of New York.

Wormser With NBC

EDWARD WORMSER, formerly of Paramount Pictures Inc., has joined NBC Hollywood publicity staff.

Noyes Back

SGT NORMAN NOYES, with release from Armed Forces Radio Service, resumes as NBC Hollywood account executive.

Soprano to Crooner

SHIRLEY MAHONE, boy soprano on WRVA Richmond children's programs for six years, has returned to the station as a discharged vet—and a crooner.

New C & P Director

BELL CROSBY, producer and director of packaged radio programs, has been appointed radio director of Cecil & Presbrey, New York. Mr. Crosby's 20 years in radio includes 14 years with radio stations.

DISCUSSING FINAL DETAILS is Howard Lane (l), newly named general manager, broadcasting division of Marshall Field Enterprises, before completing the contract assigning Lewis H. Avery (second from right) to represent the Field radio interests. William K. Knodel, director of national sales, broadcasting division of Field Enterprises (standing left), and B. P. Timothy, secretary and general manager of Lewis H. Avery Inc. (right), take part in the discussion.

Chicago Radio Writers Urged to Work Together

MEMBERS of the Radio Writers Guild of Chicago, met Tuesday, Nov. 6, in the Hotel Sherman to participate in the RWG national election of officers. Following the election, President Herb Futran urged members to work together to reestablish Chicago as the leading radio center of the Middle West.

Principle speakers were Dr. Arthur Jaffey, University of Chicago scientist who discussed "The Truth About the Atomic Bomb" and Dr. S. I. Havakaw, semantist and head of the English department of the Armour Institute of Technology.

'Hams' and Video

AMATEURS will find in television an ample outlet for energies long stifled by government restrictions, Walter E. Scholz and Robert Batchelder, WJW Cleveland engineers, told members of Cuyohoga County Radio Amateurs Assn. Nov. 1 in a meeting at WJW. Messrs. Scholz and Batchelder, who have done extensive research with a view to early production of television in Cleveland, also said video will replace radio "as we now know it"; video receivers soon will be on the market in quantity, at prices ranging from about $125 to $400 or $500; video will be more effective for advertisers and more enjoyable for the audience. WJW's present emphasis on television relates to production of shows.

Stevenson With FC&B

ROBERT STEVENSON, discharged from Army Air Corps, has rejoined Hollywood radio department of Foote, Cone & Belding, working under direction of Al (Cappy) Capstaff.

Lazarus Back

PAUL N. LAZARUS, released from the Army, has returned to his post as advertising and publicity director of United Artists, New York. Barry Buchanan, who has been holding the position, has been named director of public relations, with headquarters in Hollywood.

BYRON PRICE BACK; WILL CLOSE UP OC

BYRON PRICE, recently returned from Germany where he conducted a study of public relations under military government, said Friday he intends to make a report to the President this week on his survey. On Nov. 15, he added, he will close up the Office of Censorship, of which he has been director since its formation.

Immediately afterward, Mr. Price said, he will take a "real" vacation, something he has not had since Pearl Harbor. He has no plans beyond that but pointed out he is still "on leave" from the Associated Press, which he served as executive editor before the war.

KYW Party

THE HARVEST PARTY of the 1619 Club, organization of employees of KYW Philadelphia and members of the Westinghouse Radio Stations staff, was highlighted by reunion of six members recently returned from military service. They included Jane Durnin, Walter Gilbert, Frank Davis, Gary Linn and Dan Park. Lt. Walter Smith, just back from overseas, was surprise visitor.

Gorham in BBC Video

MAURICE GORHAM, former director of Allied Expeditionary Forces program for BBC and more recently director of BBC's light programs, has been named BBC television head.

WXYZ Music Director

PHIL BRESTOFF, musical director of the Michigan Theater, has been appointed musical director of WXYZ Detroit.

Klaus Promoted

RICHARD M. KLAUS, formerly in advertising department of WHBC Canton, O., has been promoted to lieutenant commander in the Navy. He has been in service five years.

Vets to WTIC

THREE discharged servicemen joined WTIC Hartford last week. Ernest Peterson, AAF, is in the newsroom; Bruce Kern, Army counter-intelligence unit, is rejoining announcing staff; Frank Stuhlman, Marine Air Wing, is back as part-time announcer.

FCC MEMBERS SEE BELL LABORATORIES

THE ENTIRE membership of the FCC visited the Bell Laboratories of the American Telephone & Telegraph headquarters in New York and the overseas radio-telephone center in Lawrenceville, N. J. last Monday and Tuesday. The group also witnessed the broadcast of the *Telephone Hour* program at the NBC studios.

On Wednesday, three of the Commissioners (Durr, Wakefield and Wills), Rosel Hyde, general counsel, and George P. Adair, chief engineer, stayed on to inspect Western Union radio beam facilities. The remaining members returned to Washington.

The Commissioners were given full opportunity to observe many of the wartime developments in the electronics field, including several items which have been in the "classified" category. The group was also shown A.T.&T. developments in coaxial cable which are going forward regardless of Stratovision, which is now undergoing tests.

Video Control

TELEVISION plays part in robot control of jet-propelled airplanes, Bell Aircraft Corp. stated last week in announcing new transmitting device which performs every function of a pilot although remotely directed. The radio control is used chiefly in test runs. Flight data is transmitted to operators on the ground and includes relayed vision of horizon as seen from plane cockpit, vision check of instrument panels and record of vibrations and stresses in addition to other technical factors. Significant factor, Bell report stated, is that device will permit tests and research into speeds and conditions too dangerous for human pilots to attempt. Tests have been conducted since October 1944.

WLS Outing

FIFTY employes of WLS Chicago, including WLS *National Barn Dance* stars and their families, were guests at a Harvest Moon barbecue at Burr Ridge Farm, Hinsdale, Ill., as climax to station's third Victory Garden canning season. On five acres given over to WLS employes the radio gardeners have grown enough vegetables to fill 16,500 cans since 1943. This year count was approximately 5,000. WLS was one of nine Chicago firms to be awarded plaques from National Victory Garden Institute last January and was only station so honored.

Audio Appoints Hill

AUDIO DEVICES Inc., New York, maker of instantaneous recording blanks for radio stations and other users, has appointed Hill Adv., New York, to handle the account.

Alexander Assigned

LT. BEN ALEXANDER, former NBC Hollywood chief announcer, after sea duty with Pacific fleet, has been assigned to production division of Armed Forces Radio Service, Los Angeles.

At Deadline...

COMPETITION IN EXCELLENCE IS URGED BY PORTER

PREDICTING that the next 25 years will witness more "exciting and startling developments" in broadcasting than the first 25, FCC Chairman Paul A. Porter, in a speech prepared for delivery Saturday at a luncheon of the Citizens Radio Anniversary Committee, New York, said:

"Those who command vast public audiences have especial duties in the days ahead. Let the next 25 years become a true competition in excellence." He visioned broadcasting as "one obvious and powerful instrument which could create a more appropriate climate—one in which relationships among men and nations will be seen and appraised as the basis of the new era we have entered."

Closed Circuit

(*Continued from page 4*)

to Congress on grounds that increased parts costs not allowed in set manufacture, causing receiver business to operate in red.

IS ANOTHER battle for 50 kw outlets looming in Indianapolis? Application being filed with FCC by WIBC, *Indianapolis News* outlet, for increase from 5,000 w to 50,000 w on its present 1070 kc channel, premised on Canadian allocations which, it is contended, make increase possible. WIRE Indianapolis, owned by Eugene C. Pulliam, publisher of *Indianapolis Star*, had prewar application pending for 50,000 w on 1190 kc, facility assigned to WOWO Fort Wayne, proposing it be swapped for WIRE's 5,000 w assignment on 1430 kc. Westinghouse's WOWO resisted, and even proposed to move WOWO to Indianapolis if necessary.

MAJOR DISTILLERS, long looking enviously at sales job radio does for other merchandise, may soon have opportunity to purchase network time. Understood that when Associated Broadcasting Co., trying to establish itself as the fifth nationwide network, quietly surveyed affiliates, all but two southern stations (Richmond and Baltimore) said such business would be acceptable provided the commercial copy was kept institutional and in impeccably good taste. Incidentally, change of network's name from "corporation" to "company", which became official last week, is not unrelated to the possible financial realignment mentioned in this column last week.

NASHVILLE, Tenn., which seems to be becoming a new radio mecca with seven applications pending for new standard stations, will have another application soon. Volunteer State Broadcasting Co. has been formed with Col. E. M. Kirby, recently retired Army radio chief, as president; his father-in-law, E. C. Arnold, dean of the law school at Vanderbilt U., vice-president, and Frank Mayborn, owner of KTEM Temple, Tex., publisher of *Temple Telegraph*, as secretary-treasurer. Col. Kirby and Maj. Mayborn served together on SHAEF. Case & Wozencraft shortly will file application.

IN THIS spot last week appeared an item which started: "There's 'Big Six' at NAB". Only five names were mentioned. Inadvertently omitted was Campbell Arnoux, general manager of WTAR Norfolk, who has been a member of advisory committee to President Justin Miller since it was appointed early in October.

PREWAR RESEARCH AIDED

ARMY AIR FORCES learned considerable about two-way shortwave radio communications during first 14-mile-high free balloon ascension on Armistice Day in 1935, Gen. H. H. Arnold, Commanding, AAF, wrote the National Geographic Society. "We owe much to that flight," wrote Gen. Arnold to Dr. Gilbert Grosvenor, society president. "We learned how valuable magnesium could be, used in the field of aeronautical design. . . . More was learned about pressurized cabins, two-way shortwave radio communication, the use of electrically heated flying suits."

BOND SALES SOARING

VICTORY BOND sales were well ahead of schedule as BROADCASTING went to press, Ted R. Gamble, War Finance's national director, disclosed Friday. Broadcasting is living up to record of voluntarily doing all-out promotion job, Mr. Gamble said. Radio, he added, will play major part in putting over current drive, as in past campaigns.

WIBG JOINS ASSOCIATED

WIBG PHILADELPHIA becomes cooperating outlet of Associated Broadcasting Co. Robert Cook, discharged from Army where he was with Mosquito Network, joins Associated as eastern production and publicity director.

WSAI JOINS BMB

WSAI Cincinnati has become the 562d subscriber to BMB, whose membership now comprises 64% of all the country's commercial stations. Other new BMB members include KGLU KWJB KTAR KVOA KYUM KYCA WTOC KGKY KVOS KPQ WSKB WKIX.

ROGOW HEADS AGENCY

WILLIAM ROGOW becomes president of Neff-Regow Inc., New York radio advertising agency, following retirement Oct. 31 of Walter J. Neff to his Massachusetts farm. Don Ball, executive assistant in CBS editing department, joined agency last week.

BUTCHER STORY STARTS DEC. 15

BOOK by Capt. Harry C. Butcher, USNR, *My Three Years With Eisenhower*, will be serialized in *Saturday Evening Post* beginning Dec. 15. Capt. Butcher, former CBS Washington vice-president, was aide to Supreme Allied Commander during war.

JERGENS CLIPS

ANDREW JERGENS Co., Cincinnati, Dec. 2 reduces *Sunday Evening Time* on American from 45 to 30 minutes. Walter Winchell remains 9-9:15 for Jergens Lotion, Louella Parsons for Woodbury Soap will be extended from 5 to 15 minutes. The 25-minute *Hollywood Mystery Time* will be dropped. Agency, Lennen & Mitchell, N. Y.

WILLS STAYS

HAVING BEEN given a clean bill by his personal physician in Vermont, Commissioner William H. Wills will continue on the job at FCC. Gov. Wills returned to his desk last week with assurance from his physician that he needn't worry about the rigors of the FCC post as long as he doesn't overtax himself.

People

TREVOR ADAMS resigned Friday as sales manager of WINS New York. Willard Schroeder, general manager, takes duties pending appointment of successor.

MRS. AGNES McGILLVRA, wife of Joseph H. McGillvra, station representative, joins WQAM Miami as account executive.

PAUL O'BRIEN, Katz Agency salesman in Chicago, resigns for Winona, Minn., brokerage job. Bob Joice, from N. Y. office, takes post.

LT. COMDR. DONALD B. HAMILTON, USNR, back at McCann-Erickson, New York, as account executive after 3½ years duty.

1ST LT. IRVING B. KAHN resumes as radio manager of Twentieth Century-Fox Film Corp., New York, after three years in AAF.

COL. THEODORE L. BARTLETT, on wartime leave from FCC Law Dept. where he was head of Administrative Division, mustered out of Army and becomes assistant to Delos Rentzel, president of Aeronautical Radio. He will deal largely in international aspects of aviation communications. During war service, Col. Bartlett served in ETO for Army Air Forces communications and at Washington headquarters.

MARK ETHRIDGE, head of WHAS Louisville and publisher of *Louisville Courier-Journal* and *Times*, granted permission to visit Moscow for discussion with Soviet authorities on situation in Bulgaria, State Dept. announced Friday. He's studying Balkans for U. S. Government.

RADARMAN Paul Sullivan, veteran radio commentator (KMOX WLW CBS WMCA) leaves Navy shortly on points. He'll be succeeded as Navy Reporter in Radio Unit, Special Services Section, Washington, by Seaman 1/c Karl Weber, former network actor.

ALVIN M. JOSEPHY Jr., to be released from Marine Corps this week as T/Sgt., goes to M-G-M as writer around first of year. He's former WOR New York news and special eventer, later radio special events chief, OWI. The sergeant distinguished himself as Marine combat correspondent.

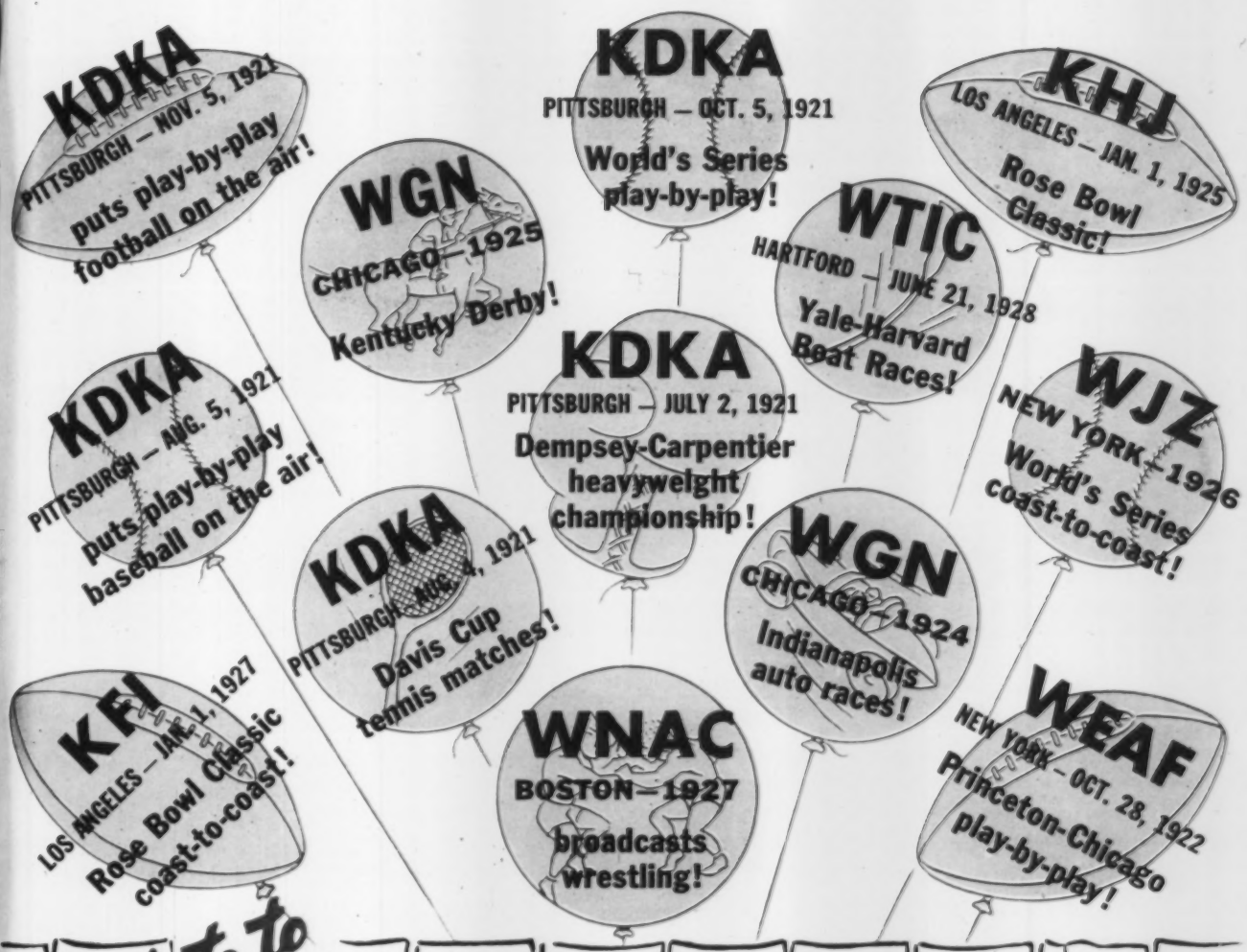
GEORGE PUTNAM returns to NBC announcing staff Dec. 15, after 2 years in Marine Corps. He has been in special services section, headquarters, as Marine liaison officer with AFRS. He was voted third in a poll of news reporters in radio before joining service.

LT. COL. FREDERICK BRISSON, chief of AAF Office of Radio Production, has been awarded Legion of Merit for "exceptionally meritorious performance" throughout his Army service, and especially for his work with *The Fighting AAF*, which "contributed in a great degree to both troop and home morale."

JERRY SILL, eastern manager of Mutual station relations, joins Associated Broadcasting Co. business development department Nov. 12.

HERBERT A. CARLBORG, assistant eastern manager of CBS Radio Sales, promoted to eastern manager succeeding Howard Meighan, now network director of station administration (*see story page 94*).

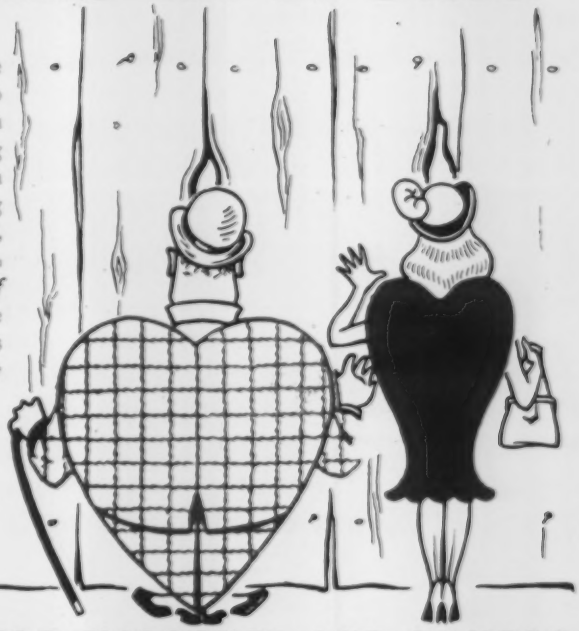
HOOPER pocketpiece, which started as a modest folder and grew and grew, has become a booklet, but still pocket size. It appears with Nov. 15 Hooper report on evening programs.



Salute to RADIO PIONEERS IN SPORTS

XXV

Back in the early twenties radio's sudden surge into the public ear can be attributed largely to sports-minded broadcasters who kept tuners-in goggle-eyed by listening in on sports history as it was being made. This fundamental phase of an all-inclusive program service long had held a prominent place in KMBC's operating schedule. From play-by-play accounts of Big League baseball, KMBC this fall moved into its traditional on-the-scene coverage of top Big 6 grid games—with Sam Molen, *Voice of Authority in Sports,* traveling more than 4,000 miles to make this service possible. Recent surveys indicate that KMBC's leadership in the field of sports continues, as in the past, by more than just a touchdown or two.



KMBC

OF KANSAS CITY

SINCE 1928 ★ BASIC CBS STATION FOR MISSOURI AND KANSAS